The Oldest Amusement Trade Publication in the World—In Continuous Publication Since 1894

# The Billboard

Member Audit Bureau of Circulations

Member, Associated Business Publications

SEPTEMBER 27, 1952 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

# Radio-Tele Drive May Get Out Largest Vote in History

## Doors Closing on New Commie Probe

WASHINGTON, Sept 20—In the wake of a strong blast by Sen. Pat McCarran (D., Nev.) warning the television industry of Communist infiltration by a number of entertainers who appeared before the McCarran-headed Senate Judiciary Subcommittee on Internal Security (The Billboard, August 30), the McCarran subcommittee is preparing to slate closed-door hearings soon on several additional artists' and writers' groups plus the Voice of America and the Federal Communications Commission. The McCarran subcommittee has already released testimony of a number of witnesses from Radio Writers' Guild, causing McCarran to issue his warning to TV and radio to "keep its house clean."

The subcommittee is sticking to a policy of staging its sessions behind closed doors rather than holding open hearings, it was explained, in order to avoid giving the proceedings a distorted or "theatrical" aspect and in order to give "fullest opportunity" to witnesses to get a fair audience for their testimony without distractions that sometimes accompany open sessions in which public celebrities are involved. The subcommittee, which recently made public some of the testimony from its executive hearings staged earlier this year, is expected to launch its next major phase of closed-door hearings shortly after election day. Meanwhile the subcommittee has been completing the process of publishing its earlier executive hearings.

Included on the subcommittee agenda for executive hearings are American Guild of Variety Artists, American Federation of Radio Artists, Screen Actors' Guild, Authors' Guild of America,

(Continued on page 7)

## U. S. Show World Slaps Berlin Reds

BERLIN, Sept 20—The State Department of the U S has won a smashing victory over the Reds here at the Berlin Drama Festival While the Red press sneered, the New York City Ballet won enthusiastic public and critic acclaim with six sold-out performances Kenneth Spencer, American Negro baritone, sang to a packed house at a special concert, and the U. S. Army Field Band parked the huge Olympia Stadium, September 13 and 14 George Gershwin's opera, "Porgy and Bess," a sensation in Vienna, premiered here Wednesday (17) with great response

## TV's DOWNFALL--BUT LITERALLY!

DETROIT, Sept. 20—Television foiled a motion picture advertising stunt here in an unexpected way this week. A drive-in theater at Pontiac hired a parachute jumper, Tim Timmerman, to make a jump from a plane over the show — and he tangled with the video serial on an apartment house, requiring the assistance of tha fire department to get loose.

## 200 Stations Buy Library

HOLLYWOOD, Sept 20.—More than 200 stations have signed to buy the Standard Radio Transcription library within six weeks, according to Milton Blink, Standard exec veepee. Blink said stations are expressing enthusiasm at being able to own their own transcribed music library as opposed to the usual procedure of leasing the platters.

Arrangement was concluded this week between Standard and Harry Fox, of Music Publishers' Protective Association, whereby Standard will pay all mechanical fees Standard-MPPA agreement this week prompted another letter from Fox (The Billboard, September 20) to radio stations informing them that MPPA approves Standard selling its library outright to stations.

## Registrations Leap As High as 82%

### Polling Baaths Jammed as Broadcasters, Association Intensifies Its Campaign

WASHINGTON, Sept. 20—Indications this week were that the "Register and Vote" drive of the National Association of Radio and Television Broadcasters will pay off with the greatest outpouring of citizens to the polling booths that America ever has seen. Already telegraphic reports received by the NARTB from chairmen of State "Register and Vote" committees show that registration records are being smashed thruout the country.

These results have been chalked up with the meat of the campaign still ahead With intensified activity between now and election day, the redio and television industry may well be the major factor in determining who will occupy the White House during the next four years by drawing forth the non-party voters who hold tha balance of power.

Showing the bulldozer effects of the campaign thus far are the following results.

In Pennsylvania, the rush to registration offices bas caused traffic jams and calls for additional clerical help. In Utah, where all broadcast stations are carrying a transcribed proclamation of Gov J Bracken Lee, tha NARTB has estimated that 82 per cent of the State's voters will go to the polls on election day.

In Ohio, where a proclamation from Gov. Frank Lausche has been similarly handled by redio

(Continued on page 5)

## NY Copa Lines Up Name Powerhouse

NEW YORK, Sept. 20. — The Copacabana has a battery of big names all set to reke home the dough until well into March. Joe E. Lewis, current draw, will be followed by Billy Daniels, Danny Thomas, Johnnie Ray and Jimmy Durante Jules Podell, Copa operetor, plans sucoessive name booking, with no lesser names in between.

With the winter season taken care of, Podell is looking to next fall and Martin and Lewis. There's been a handshake on the feud 'twixt the club and the comics.

## Jukemen Study Essay Contest

CHICAGO, Sept 20—The detailed plan of an industry-wide public relations program, which would be keyed to a national essay contest for teen-agers, has been auhmitted to the Music Operators of America by John Haddock, president of AMI, Inc.

The program would be run under the auspices of MOA for children over 12 and youth under 20 years Two first prizes in the contest, a $1,500 scholarship each to the boy and girl writing the best essay, would be known as "The AMI Scholarship Awards."

According to the plan, the entire costs, prizes, advertising, promotion and running the contest would be borne by AMI. MOA, in return, would give its full-fledged backing to the project and would work with all its member associations and operators to assure the program's success.

George A. Miller, president of MOA, emphasized that the program was under consideretion but that no decision had been reached

**Project Dascribed**

The project was described as one which would "reach the most important segment of the public, whose attitude toward music operation so greatly affects it for good or ill." Simultaneously it would have a direct appeal to adults, it was pointed out

Keyed to teen-agers because

(Continued on page 77)

## Specialized TV Programing Grows as Big Net Combatant

NEW YORK, Sept. 20—Reports this week that WOR-TV here plans to drop all sports plans points up a growing tendency whereby competing networks and New York local TV stations are groping for a specialized programing niche to combat big star TV line-ups of tbe National Broadcasting Company and the Columbia Broadcasting System.

In line with this, it's considered significant in the trede that WOR-TV, slated to play an important role in Tom O'Neil's forthcoming new TV film "network," this week decided to drop all sports televising immediately after the World Series with tha possible exception of the Brooklyn Dodgers games. The station is committed to Batten, Barton, Durstine & Osborn to carry the games thru 1953

Robert O'Connor, WOR-TV sports director, said that he and his entire sports staff and most of the news and special features department would lose their jobs as a result of the move (reports ran as high as 60) David Driscoll, head of the news and special features department, supposedly is the only one retained in his department. Decision to ax sports was attributed to fact that WOR-TV bad supposedly suffered "buge financial losses" in the sports field. Friday night over WOR-TV, itself, the station denied it would drop the Dodger telecasts.

It is known that an analysis of WOR-TV'a news, special events and sports departments is currently underway.

Meanwhile, there was a reliable trade report this week that Tom O'Neil expects to launcb bis "film network" within the next month According to the report, O'Neil will have completed contract arrengements with over a dozen stations by then, and be ready to service each outlet with at least the beginnings of a regular film schedule. Programing will probably be limited to two bours daily to start, with stations jointly financing TV film packages with O'Neil, and participating in profits from sale of same. Stations include O'Neil's own TV outlets WNAC-TV, Boston; KHJ-TV, Los Angeles; WOR-TV, New York. Mutual stockholder WGN-TV, Chicago, and a group of other stations.

Further evidenee of the trend toward specialization by networks evinced itself last week, when the American Broadcasting Company announced its intent to bid for the title of top TV news web, via a stepped-up news operetion this fall. Firat major ABC move in this direction will be a four-hour weekly news series in prime evening tima, headed up by veteran editor Louis Ruppel.

Earlier this summer the Du Mont Television Network indicated that it would go all out for sports progreming this fall, under the direction of web's new sports head Tom McMahon.

## Benny to M.C. CBS All-Stars

HOLLYWOOD, Sept. 20—Jack Benny will emsee the all-star hour-long TV shows officially kicking off Columbia Broadcasting System's multi-million dollar Television City studios. Program is scheduled for November 15. All CBS personalities will participate in the show Altho official launching of the studios is November 15, CBS' new tele facilities will be pressed into use before that date CBS Television City occupies a 15-acre site purchased in the Beverly-Fairfax district of West Hollywood.

As it now stands, kick-off show will follow a revue format. Original plans to call upon available motion picture talent to participate hava been replaced by a program composed of CBS-only talent

## Index


| | | | |
|---|---|---|---|
| Aud.-Arenas | 48 | Music | 20 |
| Burlesque | 49 | Music Charts | 26 |
| Carnival | 62 | Music Machines | 77 |
| Circus | 58 | Night Clubs | 19 |
| Class. Ads | 68 | Parks & Pools | 57 |
| Coin Mach. | 76 | Pipes | 73 |
| Fairs & Expos | 60 | Radio | 4 |
| Final Curtain | 51 | Rinks & Skaters | 50 |
| Gen. Outdoor | 52 | Roadshow-Rep | 50 |
| Honor Roll of Hits | 26 | Routes | 56 |
| Legitimate | 2 | Television | 4 |
| Letter List | 74 | Vaudeville | 19 |
| Magic | 49 | Vending Machs. | 82 |
| Merchandise | 68 | | |

# Billboard Backstage

By JOE CSIDA

People who put one word after another, and discover that the result often turns out to be a complete sentence, soon become writers. And once somebody pays them for something they have written, all writers rapidly develop a unique attitude toward their outpourings. They acquire the unshakable conviction that the subjects of which they write, the manner in which they have joinrd their phrases is irresistibly interesting and entertaining to their readere

It is this shortcoming, which makes it extremely difficult for editors (who, of course, are simply writere with a few extra chores to do) to turn out the kind of a product which the reader would truly find most interesting and useful.

To help The Billboard rditore and writers give you more of what you'd like to read in this paper, and less of what you find dull and/or uninteresting, we conduct annually, what we call a Reader Survey. This, of course, is merely a pretentious phrase meaning that, in order to give you what you'd like to read in the pages of The Billboard, we'd like to know as much about you as possible, and as much about what you presently read and find palatable and interesting in this paper, as well as what portions you skip and why.

All our newsstend copies this week have a large cerd insertrd in them, asking that you take one minute of your time to answer a few brief questions. (The Post Office wouldn't let us put cards in mailrd copies.) These answere, seys the card in all truth, will help us give you a better Billboard. As editor in chief I am naturally and vitally interested in trying to give you a better Billboard. Possibly no member of The Billboard benefits as hugely from your co-operetion in this survey as do I.

Therefore, this week, I'd like to convert the remainder of this Backstege space to a sort of questionnaire. If you read Backstage, please do me a big favor, and if you get hold of one of the Reader Survey cards, fill it out and mail it beck to us. If you don't get one of the cards, please fill in your answere to the questions below, tear out this Backstege and mail it to me at The Billboard, 1564 Broadway, New York 19, N. Y. Of course if you'd like to take more than a minute and write me in greater detail about what you like and don't like in The Billboard, I'd be doubly grateful. But, please, at least, answer these questions for me:

NAME .....

ADDRESS .....

CITY .....STATE .....

Please list the departments of The Billboard which you read in the rank order of their interest to you. (Department you find most interesting, No. 1; second most interesting, No. 2, etc.)

1. ..... 4. .....
2. ..... 5. .....
3. ..... 6. .....

In the departments you read, please write in names of columns and/or features you like best in rank order as to which you like best (if you wish to list news stories,-generelly, just say "news").

1. ..... 4. .....
2. ..... 5. .....
3. ..... 6. .....

In the departmenis you read, please write in names of column and/or features you do not like.

1. ..... 4. .....
2. ..... 5. .....
3. ..... 6. .....

How many people besides you read your copy of The Billboard?..... What are we not giving you that you would like to see us publish?

Whatever your business, whatever your job—please answer these questions and mail this Backstage back to me today. Thanks!

# Legit Line-Up

Broadway's first flop of the season: "Seagulls Over Sorrento" closes tonight after 12 performances.... The Pisyhouse in the Park, Philadelphia, records success on its first season — 16G profit. Ticketa brought in 92G, and concessions added 3½G. ... Readings of "John Brown's Body" and **Emlyn Williams'** Dickensonian excerpts are set for the Academy of Music, Philly, with the Dublin Playere and Ballet Theater also bookrd.... **Fred Finklehoffa** is supplantrd by **Luther Greene** as co-producer with **Leonard Kay** on **Sally Benson's** "Josephine."

Actor-director **Stanley Gould** plans managerial entry this season on the Stem with **Thomas Patrick Cullinan's** "Saint Columkille's Eve" and "O'Malley's Wake."... **Ruth Gordan** and her husband, **Garson Kanin**, are off to Europe where Miss Gordon plans a London bow in **Thornton Wilder's** "The Merehent of Yonkere," a **Jane Cowl** vehicle here in 1939. Long-renge plans include a Broadway revival. Wilder may also be persuaded to act in it. .. **Melvyn Douglas** is set with "Season With Ginger" for Broadway in December. . . . **Annamary Dickey** is standing by for **Constance Carpenter**, who took over for the late **Gertrude Lawrence** in "The King and I." **Yul Brynner** is now to be starred.... "Summer and Smoke" re-opened at the Circle in the Square, New York, Tuesday (16).... **James Sammarco**, 12, will be the boy this season in the New York City Center Opera's presentetion of **Gian-Carlo Manotti's** TV opera, "Amahl and the Night Visitors."

**ELAINE PERRY IN MANAGERIAL RANKS ...**

New theatrical ventures: **Elaine Perry**, daughter of the late **Antionatta Parry**, entere the managerial ranks with **William Mc-Dowall Stucky's** "Prescher Boy"; ditto **Ruth Munday** and **Mona Gross** with **Lional Stander's** "Deedee and the Breves."... **Edward Choata** and **George Ross** have acquired American rights to **Janat Green's** "Trddy Bear's Picnic," thriller being produced in England by **Wauna Paul** which opens in London November 3.... Actor-producer **Sam Byrd** has acquired **Reginald Denham** and **Conrad Sutton Smith's** "The Perfectionist" for London production. He'll also co-produce "Stalag 17" there with **Jose Farrer**. .. Attorney **Morris K. Bauer** joins producere **Alexandar H. Cohen** and **William C. Whitman** has acquired **Ethel Gregory's** "We Ride a White Donkey."... **Milton Shubert** has taken over the Gayety Theater, Washington, to be callrd the Sam S. Shubert Memorial Theater, for plays. "Dial M" opens the house October 13.... Summer theater producer **Lee Falk** will open a 75G, 1,200-seat musie tent next summer, called North Shore Music Tent, in Beverly, Mass.... **Larry Robinson** and **Jimmy Dlaa** have teken over the Strand Theater film house, Rockville Center, L. I., as a year around theater venture.... The Long Island Railroad announced round-trip fare reductions, starting October 6, for commutere making 7 p.m. curtains on Monday nighla at Broadway theaters. Meanwhile, Monday b.o.'s spurt ahead.

**THEATER CODE TO BE STUDIED ...**

**Howard S. Cullman** addressed New York's Convention and Visitore Bureau on altering the building code to permit theatere in office buildings, ete. A panel of experts will be drawn next Tuesday to meet with city authorities on the subject ... **Brian Aherne** and **Cedric Hardwicke** are planning production of **George Bernard Shaw's** "In Good King Charles' Golden Days"; another play with Charles II subject is coming up from **Maxwell Anderson**. Hardwicke will also stage and star in "No, No, Nannette" in the spring.... **Mae West** will bring **Frances Hope's** "Sextette" to Broadway in January.... The Mark Hellinger Theater, New York, will house the Greek Royal Theater november 17, and the Ziegfeld, the French **Madelaine Renaud - Jean - Louis Barrault** company, November 12.... The Equity Library Theater starts its season October 22 at the Lenox Hill Playhouse with **G. B. Shaw's** "Getting Married." ... Bridgeport, Conn., season stars with **Joan Blondell** in "A Tree Grows in Brooklyn" October 10-11.... **Herbert Brodkin** will direct **Trudi Michel's** production of **Scott Michel's** "Rise by Sin" for Broadway this season.

# 'Names' Needed For Increased G.I. Programs

WASHINGTON, Sept. 20.—Responding to a heavy demand for profcssional entertainers from overseas military instellations, the Defense Department revealed this week that it is rapidly stepping up a program for sending big-name entertainers abroad. Lt. Col. Jerome Coray, deputy chief of the Armed Forces Professionnel Entertainment branch, said that "Operation Celebrity" is getting fully underway and that he is hoping for and "will be greteful for" a sizable turnout of celebrities donating their services from all antertainment fields, including television, radio, filmdom and the stege

Several troupes have already been scheduled. Among gratuitous celebrities lately have been William Holden, who has just come back from Japan and Korea on a hospital walk-thru tour; Mickey Rooney on a three-week Korea-front tour, Buddy Rogere and a seven member troupe touring Japanese and Korean field operating units; Frances Langford and husband, Jon Hall, and an eight-member unit touring Japan field installations and hospitals, and Audrey Totter and Wayne Moore just returned from the European theater. All of the troupes contain personnel of the United Service Organizations shows on a regularly paid basis in addition to the gratuitous services of celebrities, with the Defense Department handling billeting and transportetion.

The Armed Forcer Radio is credited with having stimulated enthusiasm among the troops for redio and TV entertainers.

# Congress Hot To Lower Tax

WASHINGTON, Sept. 20.—Battle for rrduced amusement excises appears to be shaping up solidly in advance of the next Congress, with Theater Ownere of Americe., Inc., convention here this week reporting important gains in the drive against the 20 per cent admissions tex and with Rep. Emanuel Celler (D., N. Y.) calling for a sharp rrduetion in the liquor excise

TOA delegates were told at this week's convention that the drive to have the 20 per cent admissions tax reduced or eliminated has attracted the support of a "surprising number" of legislators. The campaign will reach the next Congress full blast. Meanwhile Represententive Celler, chairman of the House Judiciary Committee, issurd a statement this week calling attention to what he described as the inequlty of the tax on distilled spirits. Celler sponsored a bill last session to cut the isx rate on distillrd spirits from $10.50 a gallon to $6. Similar legislation will be reintroduced next session.

## BROADWAY SHOWLOG

*Performances Thru September 20, 1952*

### DRAMAS

| | | |
|---|---|---|
| Dancers of Bali (Fulton) | 9-14, '52 | 7 |
| Mr. Pickwick (Plymouth) | 9-17, '52 | 6 |
| Mrs. McThing (Morosco) | 9- 8, '52 | 189 |
| Point of No Return (Alvin) | 12-13, '51 | 284 |
| The Four Poster (Barrymore) | 10-25, '51 | 363 |
| The Male Animal (Music Box) | 4-30, '52 | 164 |
| The Moon Is Blue (Henry Miller) | 3- 8, '51 | 637 |

### MUSICALS

| | | |
|---|---|---|
| Guys and Dolls (46th Street) | 11-24, '50 | 812 |
| New Faces of 1952 (Royale) | 5-16, '52 | 147 |
| Pal Joey (Broadhurst) | 1- 3, '51 | 300 |
| South Pacific (Majestic) | 4- 7, '49 | 1,420 |
| Top Banana (Winter Garden) | 11- 1, '51 | 341 |
| The King and I (St. James) | 3-19, '51 | 619 |
| Wish You Were Here (Imperial) | 8-25, '52 | 101 |

### CLOSED

| | | |
|---|---|---|
| Seagulls Over Sorrento (Golden) (Opened 8-11, '52) | 9-20, '52 | |

# Dispatch London

By LEIGH VANCE

LONDON, Sept. 20.—Theatrical highlight of the year was the opening last week (12) af Noel Coward's long-awaited "Quadrille," starring Lynn Fontenne and Alfred Lunt. For three months or more they have been touring the provinces in the play, gathering a shoal of reves and starting a whispering campaign of perfection which made the London opening an evening of elcetric expectation. Despite a coupla of charity preems, which dreinrd off a little of the cream, the foyer of the tiny Phoenix Theater on opening night was so over-run with stars of stage, screen and society the photogrephers could not raise their cameras high enough to get a picture.

Here eame the Douglas Fairbanks moving with the measured tread of near-Royalty; there flitted an ies-blonde Zsa Zsa Gabor, manless for once, escorted by her voice teacher, Constance Collier. Jose Ferrer, bearded for his part in John Huston's current "Moulin Rouge," squired Gene Tierney. Rex Harrison vrry properly took his wife, Lilli Palmer, while Noel Coward—the great man himself—sat down in a box, to a ripple of applause, between Dorothy Dickson and designer Gladys Calthrop. What were they all there for? Oh yes, the play, the play.

A quadrille, they tell me, is a dance for four. If that's true this should have been titlrd more shortly "Quad"—because, altho Griffiths Jones and Marian Spencer fought valiantly with their parts, the whole boilrd down to nothing more than a duet between the Lunts. But what magnificent thing they made of it!

The story? Oh yes—it seems Miss Fontanne is really the Marchioness of Heronden whose husband, known among the circle they move in as Hubert, has run away with a Mrs. Axel Diensen, wife of an uncouth American railway magnate just now visiting

(Continued on page 51)

# Paris Peek

By ANNE MICHAELS

PARIS, Sept. 20.—Two theater companies with big plans — one established, the other on the way up — one instigated by Barrault, the other by his pupils, Elinor Hirt and Jean Marie Serreau, have big plans. Barrault's company leaves for a North American tour the beginning of next month, and will not return to its Paris home bese, Theatre Marigny, until October of next year.

With nine shows in its repertoira, 29 members of Barrault's company begins its tour in Quebce, going through Montreal, Ottawa, New York, Providence, Boston, America's major universities, Mexico and finally, if internal domestic conditions allow, Egypt, before returning to Paris for rehearsal of the company's participation in the Bordeaux festival next May.

The other company, to which Barrault playrd a sort of spiritual father, is the Babylon troupe, living up to its name by presenting plays of authore from all nations. This is Swedish month, evidently, for besides presenting two Strindberg plays, "Miss Julie" and "The Burnt House," the theater has brought over Swedish director Frenck Sudestrom, to keep the shows in the tredition of its country.

**JEAN MARAIS BACK TO COMEDIE FRANCAISE ...**

The "sedate" Comrdie Frencaise, which seems to have more behind-the-scenes arguments than any other theater in town, has announced the return of its prodigal, Jean Marais, for the next season, as well as the addition of a committee of directors composed of Jean Meyer, Julien Bertheau and Jacques Charon, to pass final judgments over the season's work.... Theatre National Populaire's latest addition to its schedule is Buchner's drama, "The Death of Danton."... The play, "Jesus La Caille," which has suf-

(Continued on page 51)

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Sept. 20. — Looking as if he had just stepped out of a history book as the personification of "Mr. Prohibition," Dr. Clinton Howard captured all eyes at this week's House Subcommittee hearing on TV-radio morals. Standing five feet high, long-headed with sperse white hair and wearing a bat-winged collar and frock coat, Dr. Howard was spokesman for the International Reform Federation. His ples: Prohibit alcoholic ads on redio-TV. . . . Smoothest witness of the week at House Subrommittee's TV-radio morals hearing was Ralph Hardy, head of government relations for National Association of R.dio and Television Broadcasters. Hardy handled a volley of subcommittee questions with ease and apparently to the satisfaction of the lawmakers. . . . Appeal of exhibits at Theatar Owners of America convention here this week was to the stomach rather than the eye Bulk of exhibits featured popcorn, csndy and other sweets concessioned in theaters Sole thester-TV exhibit was a Radio Corporation of America projector.

**THEATER INDUSTRY PRESS FLOPS . . .**

The theater industry missed a golden opportunity here this week in its public relations drive to live with TV. Newsmen from the Nation's Capitol as well as from distant points, who covered the annual convention of Theater Owners of America, Inc., went away grumbling Press relations proved a mess despite highly praiseworthv efforts of TOA's chief pressman, Richard Pitts and his D. C. confederate, Jack Fox, manager of Loew's Capitol Theater Pitts and Fox worked diligently but thev couldn't overcome the handicap of some self-appointed assistants, especially a downright uncivil fellow named Chick Lewis, who attached himself to Pitts' headquarters with the effcet of throwing a damper on convention coverage. Capping the mistakes was some misha.dling of arrangements for convention sessions All except one session had been slated in advance as open to the press, but convention managers made an 11th-hour reversal. Newsmen who bothered to stay were left cooling their heels in the corridore as TOA berred its doors to them for all except s single meeting

**JUKE LOOPHOLE IN WORLD COPYRIGHT .**

Biggest surprise in the model copyright pact drsfted by the recent United Nstions Educational, Scientific and Cultural Organization's conference in Geneva was a juke box royalties loophole (The Billboard, September 20) Proposal to extend copyright provisions to juke boxes, a hested issue in the last congressional session, was deftly and quietly handled by the delegates at the Geneva conference. The U. S. delegation took the lead in keeping the door sjar to this issue in the future, fully aware that raising it as a key issue at this conference might have jeopordized agreement on the pact by UNESCO Furthermore it would have placed the proposed pact in additional danger when resches the Senate for rstification Significantly, Rep. Joseph Bryson (D, S. C.), chairman of the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, was on hand with Rep Shepard J. Crumpacker Jr. (R., Ind.) as congressional observers at the Geneva conference. In the last Congress, Byson was a co-author of the shelved Bryson-Kefsuver Bill to extend copyright provisions to juke boxes. Dr. Luther Evans, librarian of Congress and head of the U. S. delegation, had been among supporters of the bill, slong with such membes of the delegation as Herman Finkelstein, counsel to the American Society of Composers, Authors and Publishers; John Schulman, of Authors' League of America and Songwriters' Protcetive Association; Arthur Farmer, of Americ.n Book Publishers Council, and Sydney Kaye, of Broadcast Music, Inc., and Arthur Fisher, register of copyrights. The juke box loophole, as previously disclosed in these columns, was created in the UNESCO pact by a provision setting u a 12-nation committee which can propose at any time extending copyright provision to juke box use on phonograph records

# Tokyo Mushi Mushi

By RALPH KRZYZAK

TOKYO, Sept. 20.—Audiences in New York and othar cities of the United States may hear a Japanese opera ensemble in stage performsnces of Puccini's "Madame Butterfly" at the beginning of the autumn season, if plans now being worked out by a powerful combination of groupe materialize. Many sucb plans have been announced in the past and have never gone beyond the stage of advance publicity. One of the main difficulties ususlly is finsncial

The Fujiwara Opere Company, which plans to send a 25-man group to Americe for a series of performances starting at the New York City Opera on October 9 estimated the total cost at close to ten million yen Reason for optimism this time stems from the fact, officially confirmed by Japan Broadcssting Corporatio President Tetsuro Furugaki, that JBC will guarantce a substantial portion of this expenditure. A Japenese shipping company was reported as having sgreed to pitch in with another substantial sum, presumably in the form of liberal reduction on the cost of carrying the opera troupe across the Pacific and back.

Artistically, the enterprise was said to have the becking of Joseph Rosenstock, of the New York City Opera Company, who was likely to conduct the group's performances in New York American opera singers were to join the Japanese troupe and sing the three American roles in the opera: Lieutenant Pinkerton, Consul Sharpless, and Mrs. Kate Pinkerton.

**CHAMSER MUSIC TOUR IS SET ...**

One of the world's foremost chamber music ensembles, is scheduled to arrive by Northwest Airlines on August 30 for a concert tour of Jspan The Hungar-

(Continued on page 51)

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W H Donaldson

Publishers

Roger S. Littleford Jr
William D Littleford

E W Evans . . . Pres. & Treas
Lawrence W Gatto . . . . Secy

Editors

Joseph G Csida Editor in Chief New York
C. R Schreiber Coin Machine Editor, Chicago
Herb Dotten . Outdoor Editor, Chicago
Wm. J Sachs Exec. News Editor, Cincinnati
Gen Atlas Chief Washington Bureau

Managers and Divisions

R W Evans Gen Mgr Cincinnati
Main Office & Printing Division
4160 Patterns St Cincinnati 27 Ohio
Phone DUnbar 6450

D Littleford Gen Mgr. Eastern Division
1564 Broadway New York 36 N Y
Phone PLaza 7-2800

L. Reuter Gen Mgr Western Division
188 W Randolph St Chicago 1 Ill
Phone CEntral 6-6761

Sam Abbott Gen Mgr West Coast Division
6000 Sunset Blvd Hollywood 28 Calif
Phone HOllywood 9-5831

R Joerling Gen Mgr., Southwest Division
900 Arcade Bldg St Louis 1 Mo
Phone CHestnut 0443

J Lehcha Advertising Director
E Kemper Advertising Mgr New York
M . Reuter Advertising Mgr Chicago

A. Bruns Circulation Manager
Main Advertising and Circulation Offices
2160 Patterson St, Cincinnati 22 Ohio
Phone DUnbar 6450

Subscription rates payable in advance One year $10 in U S A and Canada All foreign countries, $20 Subscribers when requesting change of address should give old as well as new address Published weekly Entered as second class matter June 4 1897, at Post Office Cincinnati, Ohio under act of March 3 1879 Copyright 1952 by The Billboard Publishing Company The Billboard also publishes Vend the monthly magazine of automatic merchandising: one year, $3 19

Vol. 64 No 39

# Review Index

Record Reviews ..... 42
Classical Reviews ..... 30
Legit Reviews ..... 17
Night Club Reviews ..... 18
Radio Reviews ..... 14
Television Reviews ..... 14
Vaudeville Reviews ..... 18

# Highlight Reviews

## LEGITIMATE

## "Pickwick" Tasty Fare for Epicures, Tho, Generally, Raising the Dickens

By BOB FRANCIS

Dickens fans will cherish with delight an opportunity to see some of their beloved characters come to life Thus they certainly do at the Plymouth. All of them look as tho they have just stepped out of the illustrations of an old edition of "The Pickwick Papers," and prectically all of them behave exactly as you would expect them to

Stanley Young has selectad various Pickwickian adventures and tied them together into a neat and amusing whole. It amounts to a gossamer little charade, but who expects drams from the Pickwick Club? At all events, it is fun to watch a lot of old favorites step down from their frames, and a pewsittar is continually nipped up by a well-remembered line. Young starts his proceedings with the Club's coaching trip to "observe life" and Mr P's innocent entanglement with the Widow Bardell. Comes the interruption of the latter's autumn romance with Rachel Wardle via the scoundrelly machinations of the ubiquitous Alfred Jingle, and finally Mr. P.'s trial for breach of promise and subsequent happy sojourn in debtors' prison. Pickwick's friends, Tupman, Snodgrass and Winkle, of course, are thoroly in the picture, but there is a gallery of others—the philosophizing Wellers, Sam and Tony; the tamperence-minded Mr. Stiggins, who experiments with orange peel and rum; Leo Hunter, who collects celebrities; the whole Wardle menage; Lawyer Buzfuz; Joe the fat boy, and others.

George Howe, imported for the title role, is a little disappointing physically. He is not rotund enough for the cherubic Mr. P. But he amply projecta the essential kindliness and peppery independence of the character, and his proposal scene with Nydia Westman is delightful. But then Miss Westman makes the fluttery Miss Wardle a delight just about every minute on stage Estelle Winwood adds an impishly adroit stint as the hostess of the absurd

(Continued on page 51)

## TELEVISION

## Texaco Gambles on Switch Format And Uncle Miltie's Now a Stepchild

By JOE CSIDA

Come the October retings and the guy or guys responsible for the new format of the Berle show will either be heroes or bums. This reviewer refuses to attempt to predict which on the basis of the opener. The besic appeal of the show could hardly have been altered more drastically if Berle had been cast as a kind old lady. From the bresh, fast-moving, loud stanza of '51, Texaco Star Theater has been transformed into a fairly subtle, unhurried show with most of its humor on a highly adult level.

A good deal of the ultimate success of the new format will, of course, depand on whether viewers accept the Berle of '52, who is pushed around by the producer; given, for the most part, insignificant bits; ribbed about his ignorance; insulted by other players, and otherwise put upon. This viewer found it difficult to accept the up-till-now-I'm-the-boss comic in his new role. Humility, consideretion for other performers, meekness all seem out of character for Miltie. But then, look what happaned with Durocher.

The obvious attampt, on the debut show, was to have Martha Raye, supply the pyrotechnics normally identified with a Berle epic. But even Martha—no doubt because of the lines writtan for her, and the play-it-down direction of Gregg Garrison and others—seemed strangely subdued in most of her bits. Somewhet obvious, too, was the attempt to bold the not unsubstantial moppat audience Berle had built for himself. Effort here had a little boy and girl presenting to Uncle Miltie a song the kids had written Csiled "We Say Uncle — Uncle Miltie," the lyric made the point that Berle is only slightly kinder to, and more fun for, children than Santa Claus.

This reviewer's six-year-old son (concededly more cynical

(Continued on page 14)

## NIGHT CLUB

## Kay Leaves 'Em Limp & Lovin' on New Chichi Kick With Williams Bros.

By BILL SMITH

Kay Thompson with the four Williams Brothers came in like a storm and dashed off like a twister, leaving the audience limp and breathless, tho exhilarated, from witnessing a superb performance.

This was the Kay Thompson of a few years back, with the same reservoir of energy, remarkable horegrephy, plus new matarial (contributed to by Miss K and Bob Alton), who bounced on and proceeded to work. The lyrics of such numbers like "Quel" which segued into an amazingly hilarious "Hollywood Party" showed the rare ability, demonstrated before by Alton, of catching the picture ham at home, and giving it life via setirical cetch lines.

On sheer performsnce the five-parson troupe has few equals on the besis of the opening night's show. The sight bits, the effect of props thru the use of hands and arms, the precise movements of the Williams boys, plus the always dynsmic Miss K., all added up to an electrifying eye and ear spectacle.

The Dick La Salle ork's cutting was never better. Boys were on cue all the way, as were the lights. There must've been plenty of rebearsal dough spent to get that cumulative effect that makes for a great show.

Opening night's business was overwhelming. Each table was taken. Maitre d' Fred's easy-going patience must have been worn to a frazzle by the mobe in the outer lobby trying to get in.

Mark Monta's Continentals, also beck for the season, continued to play the intermission sets in their characteristic businessmen's-beat fashion to keep the floor jammed.

**Persian Room, Hotel Plaza, New York**

(Thursday, September 18)

**Capacity, 280. Price policy, $2-$2.50 covers. Shows at 9:30 and 12:15. Owners, Hilton hotel chain. Exclusive booker, Merrial Abbott. Publicity, Ed Seay. Estimated talent budget current show, $7,000.**

## TELEVISION

## New "Gangbusters" Seg Is Character Study of Public Enemy

By LEON MORSE

The first of a three-part dramatization of the life of Willie (The Actor) Sutton, as presented on "Gangbusters," can be rated with the best in its class. The drama was a fascinating, authentic study of the life and methods of a supercriminal and the ways and means used to trap him

The 30 minutes detailed Sutton's robbery of Rosenthal's Times Square jewelry store in the early thirties, his attampt to get information on bank robbery prevention tcehniques and his jailing because of romantic entanglements. Sutton, an amazing criminal, bad unusual intelligence and audacity. This was proved when immediately after his jewel robbery he inserted an ed for a bank guard and pumped him on bank techniques for robbery prevention. Sutton posed as a bank president and looked and acted his part.

To two people belong the credit for the impact of this outstanding production — Jay Novello and Phillips H. Lord. A veteren radio actor, Novello proved his right to step into the big time with his masterly portrayal of Sutton. There is an amazing resemblance between them, altho Novello seems smaller More important however, is the subtlety of Sutton's character as displayed thru Novello's underplaying The mild but sinister manner as conveyed by Novello rams home the complexity of this unique human being

Lord not only narrated the drama, but spant months researching Sutton. His noteworthy TV play grew in intensity and in

(Continued on page 14)

# Spot Sales at Top Peaks; NBC Bills Near $2,000,000

NEW YORK, Sept. 20.—National spot sales in both radio and television are reaching unprecedented highs. This is most graphically demonstrated by the phenomenal business racked up by the National Broadcasting Company National Spot Sales Department for the first nine working days of this month (Sept 1 thru 12—Labor Day, Saturdays and Sundays excluded).

In that period, the department racked up better than $213,000 in gross billings per day, to hit the staggering total of $1,918,558 for the nine-day stretch. These figures are strictly for national spot business and do not include local station sales.

The business is for spots carried on the six NBC owned-and-operated radio stations, the five O&O TV stations, plus stations WBZ-TV, Boston, WRGB, Schenectady and WPTZ, Philadelphia, which are all represented by the NBC National Spot Sales Department.

The Billboard had previously reported (August 30 issue) that for the nine-day period from August 11 thru 21, NBC Spot Sales sold $1,201,800 worth of national spot business.

For the first eight months of this year, national spot plus local business on the network's owned-and-operated stations is 3 per cent ahead of a highly successful 1951 in radio, and 24 per cent ahead of the similar period for '51 in TV. The Schenectady, Boston and Philadelphia represented stations are a phenomenal 36 per cent ahead for the first eight months this year against last. The hefty September business will pull these figures up even higher.

Veepee Jim Gaines and Sales Manager Tom MacFadden have no doubts that 1952 will wind up far the biggest year in the department's operations.

# Three Ciggie Sponsors Buy Web Radio Shows

NEW YORK, Sept. 20.—Three cigarette advertisers — Camels, Lucky Strike and Regente — this week bought radio shows for network presentation. Camels is giving a winter run to its summer replacement, "Walk a Mile." The AM stanza tees off October 8 via National Broadcasting Company in the Wednesday 8-8:30 slot. John Henry Faulk will replace Win Elliot as emsee.

Lucky Strike has bought a Horace Heidt youth opportunity program, but is still shopping the webs for time, with NBC having the inside track. Regents will be represented by "America Calling," a West Coast deejay show which features Rebel Randall. Program moves into the Sunday afternoon 4-4:30 p.m. time period shortly on the Columbia Broadcasting System. Regent found TV too expensive.

# Roach Films Riley for NBC

HOLLYWOOD, Sept. 20—"Life of Riley" half-hour pilot reel will be filmed next week by Hal Roach Studios for National Broadcasting Company. Film co-stars Bill Bendix and Marjorie Reynolds. Ahby Berlin is director and Harry Clork is the writer. Tom McKnight serves as producer for NBC with Sidney Van Keuren representing Roach Studios as executive producer.

Pilot budget is estimated at $16,000. Filmcraft Productions filmed the original "Riley" series in 1949. Twenty-six half-hour shows were completed with Jackie Gleason and Rosemary Decamp in starring roles. Pabst Beer was sponsor via NBC. "Riley" series was among the first to utilize the Filmcraft-developed continuous camera technique.

Series will mark Bendix's initial TV film performance. Miss Reynolds has appeared in a TV film pilot completed earlier this year.

# FCC Puts Two TV Bids Under Exclusive Head

WASHINGTON, Sept. 20.—The Federal Communications Commission this week announced that an application of Peoples Broadcasting Company, Lancaster, Pa., to operate a new TV station on Channel 8 and an application of WGAL-TV to move from Channel 4 to Channel 8 are mutually exclusive and will require a consolidated hearing (see separate story for details on new handling of mutually exclusive applications). FCC said the hearing is also required to resolve an issue on the financial and other qualifications of Peoples. The FCC denied a petition of Peoples to reconsider and set aside a show cause order why the assignment of WGAL-TV should not be changed from Channel 4 to 8 and granted Peoples' further petition for comperative hearing.

In another action, the FCC reconsidered and set aside its action in the sixth report, an order which granted the joint counter-proposal of WLAC broadcasting station and WSIX broadcasting service and counter-proposal of Capital Broadcasting Company for assignment of TV Channel 5 to Nashville. FCC ordered its rules amended to delete Channel 6 from assignments to Nashville.

# Weaver to Guide New Coast Shows

NEW YORK, Sept. 20.—Sylvester L. (Pat) Weaver, veepee for TV at the National Broadcasting Company, this week left for Hollywood for a visit which will extend for more than two weeks. He will be on hand to observe personally the tee-off shows of Jimmy Durante, Martin and Lewis, Ralph Edwards and Red Skelton.

Weaver is staying on for the official opening of NBC's new Burbank, Calif., plant on October 4, and will return East two days later.

# Strong Bows TV Band Show From Trianon

HOLLYWOOD, Sept. 20.—Batoner Benny Strong will launch a TV band show from Trianon Ballroom in KECA-TV in late October. Hour show was set for Strong by Harold Jovien, of Music Corporation of America. Talent for the show will be drawn out of the Strong aggregation and handled in a manner similar to KTLA's Lawrence Welk television band show from the Arsgon.

Strong will arrive here after he concludes his current engagement at the Mark Hopkins Hotel in San Francisco. Date of the show will be either October 22 or October 29. Once the Strong show kicks off, it will leave only KHJ-TV as the sole Los Angeles outlet among the seven TV stations in this market sans a band show. Stations KTLA, KNBH, KLAC-TV, KNXT and KTTV are currently airing live band fare on a regular basis with all enjoying a healthy following.

## STROKE-BY-STROKE

# New RCA Transmitter Used for Swim Event

HOLLYWOOD, Sept. 20.—Station KNBH will use a new RCA ultra-high-frequency transmitter in its stroke-by-stroke coverage of the Florence Chadwick Catalina swim attempt. Miss Chadwick makes her second attempt at cracking the 13-hour 40-minute record in spanning the channel that divides Catalina Island from the California mainland tonight when she dives in on the Catalina side at 6:30 p.m. Dr. Ross Dog Foods will sponsor the telecast for an undisclosed sum thru Rockett-Lauretzen agency. At press time, indications were National Broadcasting Company net would pick up portions of the coverage from its owned-operated outlet.

RCA UHF transmitter was brought here from Princeton especially for use in covering the swim event. It's the first prototype UHF transmitter of its kind built by RCA, utilizing a 100-watt peak power. It will be used to supplement the same equipment employed by KNBH when it covered Miss Chadwick's first channel attempt on July 3. Latter equipment is a 7,000-megacycle microwave transmitter.

Tug will float cameras and crew at Miss Chadwick's side, following her swim from Catalina to California. Signal will be sent to the transmitter based on the California shoreline which in turn will relay it to KNBH's permanent transmitter atop Mt. Wilson. Should difficulty be encountered, KNBH will have a tug located at the midway point between both shores which will be equipped with receiving and transmitting equipment. This will cetey the signal to the shoreline based transmitter which would then be bounced to Mt. Wilson.

KNBH Program Director Bud Cole, who conceived and handled the July swim attempt, will supervise the pick-up. Roy Neal, Paul Pierce and Jack McElroy will announce. Ralph Clements is technical director and Jack Burcell serves as engineering supervisor. The 13-hour 40-minute record was set in 1927 by a man. If Miss Chadwick succeeds, this will be the first official crossing by a fem.

# Up Warren Wade To Boss WOR-TV

NEW YORK, Sept. 20. — Veteran TV executive Warren Wade this week was named manager of WOR-TV here. Post has been vacant since Ted Streibert, formerly manager of both WOR and WOR-TV, was moved up into General Telecasting, Inc. Wade will supervise both programing and sales.

# Defense Edict Hits Newsmen Treks Abroad

WASHINGTON, Sept 20.—The Defense Department this week issued a blanket order cracking down on trans-oceanic junkets for correspondents of television, radio and all other news media. The order, released this week, stated that news media representatives will no longer be furnished transportation between the United States and foreign places except for specially arranged group pcess tours. The crackdown is explained by Defense Department officials as essential to avoid "competing with U S commercial transportation." Also there has been some abuse of the free transportation policy by "boondogglers," Defense Department said.

Exceptions will be made in the policy in cases where commercial transportation is "inadequate," it was explained, but civil air transportation is considered adequate for both the Atlantic and Pacific oceans. Correspondents who can manage to foot their own bills across the ocean are likely to be able to get military transportation and billeting on their overseas assignments. Where the Defense Department deems it in the public interest to have news media observers at maneuvers or troop movements, exceptions will be made to the crackdown order, it was pointed out.

## NEWS CAPSULES—COAST TO COAST

# WCBS-TV Backs Up 8 New Clients On Weekly 12-Spot Saturation Plan

NEW YORK, Sept. 20.—WCBS-TV, New York, this week racked up eight new clients on its weekly 12-spot daytime saturation plan. The plan earns a 45 per cent discount for advertisers who participate and is calculated to anchor them to daytime TV. The eight new clients are Q-T Instant Frosting, Ponds, Parliament cigarettes, Pan-American Airways, Tuffy, Uncle Ben's Rice, Swansdown and Bab-O. This brings to 17 the number of advertisers who have bought into the plan.

**AMES TO TEACH AM-TV PUBLICITY...**

NEW YORK — **Michael Amas**, executive with David O. Alber Publicity Associates, will teach "radio and TV publicity" at the New York City College for 12 Tuesdays beginning September 23.

**FRIEDHEIM UPPED TO WORLD VP...**

NEW YORK — The World Broadcasting Company has made General Manager **Robert W. Friedheim** veepee. His slot will be taken over by **Pierre Weis**, who becomes general manager. Weis' sales managership has been assigned to **Robert Lawrence.** As manager of the New York office, Friedheim will also co-ordinate various activities of Frederic Ziv, the parent company. The promotions were announced by **John Sinn**, president of the World Broadcasting Company.

**WMGM ALL OUT ON SPORTS...**

NEW YORK — WMGM, here, embarks on its most ambitious program of sports coverage this season. About 200 events are expected to be heard this year. Not only will most of the Madison Square Garden schedule be covered, but 62 outstanding collegiate basketball games outside the city will also be covered.

**NEW NJ NET ISN'T THE ONLY ONE...**

NEW YORK — The Billboard wishes to correct an impression it may have given in a recent story that the newly formed Radio New Jersey is the only New Jersey State network. The fact is that the seven-station Garden State network has been in existence in New Jersey since 1951 and has outlets in leading cities.

**2 KEY MARKETS BUY "QUICK"...**

NEW YORK — United Television Programs this week sold **Waltar Schwommer's** "Movie Quick Quiz" to two key markets — New York and Philadelphia. WPIX, here, took the 15-minute strip and is slotting it 7:15-7:30 p.m. across the board beginning September 22. WFIL, Philadelphia, has also acquired the package for programing after the election. Only a few top cities remain to be sold.

**WNBT 5-MIN. NEWS ALL SOLD OUT...**

NEW YORK—WNBT, here this week chalked up a "sold out" sign on all the daily five-minute news strips on station's new two and a half hour (noon to 2:30 p.m.) programing block. Snow Crop, Inc., is picking up the tab for **Conrad Nagel's** "News from Hollywood" seg. Old Dutch Coffee will sponsor **Faye Emerson's** "Women in the News" spot. Straight five-minute news summaries at 1 and 2 p.m. will plug Peter Paul Candy and Merkin Paint Company. The station also sold a series of participation spots this week to the Arthur Murray Dance Studios. The terp king will be spotted on **Maury Amstardam's** 9 a.m. show; **Herb Shaldon's** afternoon program; **Jinx Falkanburg's** new airer, and **Skitch Henderson's** 6:50 p.m. slot.

**PARSONET TV FILM ISSUES STOCK...**

NEW YORK — Parsonet TV Film Studios, Inc., this week issued 2,997 units of securities to raise $299,700. The underwriter is the Trinity Securities Corporation. Each $100 unit contains 40 shares of common at $1 and a $100 6 per cent ten-year negotiable bond at $60. Associated in the venture with **Marion Parsonet** is **Frank Shea**, sales director of the "March of Time." He will act as business advisor.

**NBC TO STAGE ALL-STAR SHOW..**

NEW YORK—National Broadcasting Company's top radio comics will take part in an all-star show next Friday (26) 9:30-10 p.m. The comics, including **Martin and Lewis, Groucho Marx, Red Skelton, Phil Harris, Gildarsleeva** and **Judy Canova**, will show cast their new shows for this season. Entitled "Cascade of Stars," the one-shot will originate in Hollywood.

**SURVEY LOCATES CAN. TV SETS...**

TORONTO — According to figures issued by the Radio-Televi-

(Continued on page 77)

# Ennds to Drop 'Inner Sanctum'

NEW YOBK, Sept. 20.—Pearson Pharmacal for its Ennds division this week decided to drop "Inner Sanctum" on the Columbia Broadcasting System's radio network after its October 5 broadcast. The show is on Sundays 9:30-10 p.m.

Neither the advertiser nor CBS had enjoyed the relationship, especially after Pearson's radio sponsorship of "My Friend Irma" was culminated, so that R. J. Reynolds could have the situation-comedy both in AM and TV. Harry B. Cohen is the agency.

# JONES MAY GET TOP FCC SLOT

WASHINGTON, Sept. 20.—Commissioner Robert F. Jones' resignation from the Federal Communications Commission (see separate story) does not remove him as a prospect for FCC chairman should Dwight D. Eisenhower be elected president. Jones, former GOP Congressman, is a close friend of Sen. Robert A. Taft (R., O.), who is now campaigning for Eisenhower. Jones has long been mentioned as a possibility to become next FCC chairman if the White House mantle falls to a Republican.

# Massing May Get Jones' FCC Post

## Nearness of Election Reduces Lure of Commission Appointment

WASHINGTON, Sept. 20. — A new major change of paca faces the Federel Communications Commission which is awaiting President Truman's recess appointment of a successor to Commissionar Robert F. Jooes, stormy petrel of the FCC, whose resignation was announced suddenly yesterday (19). Jones, former Republican Congressman, who has vigorously apposed the FCC's TV allocations plan as "arbitrary and capricious" and who dissented from the FCC's abortening the American Broadcasting Company-United Paramount Theaters merger proceedings, is teaming up as a law partnar with Arthur W. Scharfeld, a vetaran TV-radio legalist and one-time member of the law steff of tha old Federal Radio Commission.

Scharfeld some months ago threatened the FCC with a court chslenge of its allocations plan unless the commission revises the pattern for certain channels.

The Billboard has learned reliably that the newly vacated post will be offered by President Truman to William P. Massing, assistent secretary of the FCC. However, there is no certainty that Massing, a civil service careerist, would accept the post because the appointment would be on an intarim basis, good only for the balance of the year unless the next president reappoints him. Attractiveness of the FCC post has been reduced by the uncertainty of the election outcome plus the fact thst the White House will have a new occupant no matter who wins the election. A number of names are being mentioned as prospects should Massing reject the pcofer. Among these are Teleford Tsylor, J. Leonard Reinsch and Neville Miller. There is no certainty whether any of these would be available. The post could go to a Democrat or Republican. The law requires that no more than four of the FCC's seven members be of the same politicel party. The commission is currently comprised of three Democrets, two Republicans and one Independent.

Jones, who in five years on the FCC developed a reputetion for his brilliance and forthrightness, has been almost a consistent dissentar on major issues, including a historic partial dissent in the FCC's color decision. He has been in a running debate witb several members of the commission on the issue of the TV allocations. Altho his resignation was not a surprise here, the suddenness of the announcement proved a jolt to the FCC which has only recently recovered its balance fcom the resignation of its former Chairman Wayne Coy whose vacancy on the FCC was filled by Robert Bartley. Chairman Paul Walker, in a letter to Jones, praised him for his "distinguished service" and "valuable and significant" contribution.

Also quitting the commission this week is Kennetb Holl, who has been FCC's executive officer. Holl becomas administrative officer of the District of Columbia government.

# Videotown Set Usage Is 86%, Same as 1951

NEW YORK, Sept. 20.—Cunningham & Walsh, Inc., brought out their fifth annual Videotown study last week, and it shows that in older TV bomas the usage of the TV set holds strong, contrary to the popular theory that tha novelty eventually wears off. It further sbows that there was an upswing in radio usage in older TV homes, especially during early and lata evening bours.

TV set usage in Videotown, according to the C&W report, is 86 per cent during wcek-day evenings, about the same as last year. Among families with older sete, there was a slight decline in tha number of persons watching during an averege evening, but tbey have stuck to their TV screens about a half hour longer per nigbt than last yesr.

The C&W survey did find, however, that there was less TV usage in families with new TV sets and that there was a slight falling off of viewing among children.

There was a 50 per cent increase in the number of persons listening to radio in TV homes during the evening, according to Videodex—V. Morning radio listaning increased in both TV and non-TV homes. Afternoon redio usage increased in TV bomes, but remained the same in non-TV homes.

TV viewing in the morning and afternoon also increased in the past year, the report states, but it is still only about one third as high as radio listening in the morning.

TV set saturation in Videotown, which C&W revealed last May was actually New Brunswich, N. J., was 61.3 per cent, less than manufacturers' estimates, because of replacement and two-set buying. Ownership of a second set, however, was found to be quite negligible as yet, embracing only 2 per cent of TV homes.

This year's study also showed that 70 per cent of Videotown's telephone homas have TV sets, while 43 per cent of homes without telephones have TV sets.

# Wm. B. Ryan Loses Son, 16

NEW YORK, Sept. 20.—James B. Ryan, 16-year old aon of William B Ryan, president of Broadcast Advertising Bureau, died in New Rochelle Hospital this week of injuries sustained in football scrimmage at Iona Preparatory School, at which he was a junior. A guard on the school team, ha suffered a cerebral hemorrhage after tackling a taammate. Requiem mass was held today at Our Lady of Fatima Church, Scarsdale.

Besides his parents, the youth leaves a bcother, William C. Ryan, and two sisters, Barbara Ann and Mary Louise Ryan.

# Embassy Buys NBC-TV Time For Bob & Ray

NEW YORK, Sept. 20.—Embassy Cigarettes this week purchased Tuesday night 10:30-10:45 fcom the National Bcoadcasting Company's TV web. The show will feature Bob and Ray, Florian Zabach and some higher-budgeted writing.

The buy is significant in that Embassy will follow Old Gold's "Two for the Money," which is slotted Tuesday evenings at 10 p.m. Both products are owned by the P. Lorillard Company. Embassy recently turned over "The Web" to Kent Cigarettes, anotber division of Lorillard. Lennen & Mitchell is the Embassy agency.

# Kilian Named Head of ABC TV Programing

CHICAGO, Sept. 20.—Fred Kilian, for the past 15 months associated witb Young & Rubicem here as manager of radio and television activities, this week was named director of TV programing for tha American Broadcasting Company and WENR-TV by John Norton, ABC vice-president.

Killan, prior to his Y&R affiliation, served as manager of TV programing for ABC and WENR-TV, taking over shortly after WENR-TV began operations September 17, 1948. He joined ABC in July 1945, as a producer of radio shows, after having served as an executive in a number of Midwest radio outlets.

# Radio-Tele Drive May Get Out Largest Vote in History

• Continued from page 1

stations, registration gain to date is reported at 20 per cent by the NARTB Stata chairman there. In Connecticut, where bcoadcast activitias are directed by Fritz Morency, WTIG, Hartford, registration is already three and a third times the previous Presidential election year.

A 20 per cent registration gain is the trand in Indiana, where stations are using a transcribed proclamation by Gov. Henry Schricher. Several upsteta counties have increased their registrations sharply once radio appeals hit the airways, it was reported by Michale R. Hanna, WHCU, Ithaca, N. Y., chairman of the New York NARTB committee.

In Arizona the registretion has upped 15 per cent over 1950 in the wave of broadcast appeals. In Missouri the registretion gain is about 5 per cent, and voting in the primaries was 25 per cent higher. West Virginia has indications of a 10 per cent increase, while New Mexico will turn out the biggest vote in its history, according to reports from that State.

In at least 10 other States where the NARTB's campaign has been particularly heavy, reports of similar gains are being received at NARTB headquarters.

Meanwhile, Justin Miller, chairman of the board of the NARTB and head of the Salary Stabilization Board, addressing the National Conference on Citizenship in Washington this week, bulwarked the drive with sharp criticism of public apathy at elections. Citing the NARTB campaign, Miller decried a shameful indifference even about the simple process of casting ballots at general elections every four years. "The percentege of voters among those eligible to vota is much less than in several countries in the world," he said. "The situation has become so sbameful that such slogans are being used as 'It doesn't matter how you vote, but vote.' If we vote for clowns or ignoramuses or 'big men acound the campus' and they get elected, then we get that kind of representation in government. Electing a man to office doesn't cure him of ignorance or clowning or being an eager beaver showoff," said Miller. "The qualified man may be the least notorious. Here then is the place where the importance of voting arises; learning about men and measures well in advance of election time."

# See Little Relief For Tied-Up TV Bids

WASHINGTON, Sept. 20.—TV bids tied up in contests, amounting to a paralysis of more than 60 per cent of all TV applications on file (The Billboard, September 13), face little chance of relief under an order issued for manpower-shortage reasons by the Federal Communications Commission this week suspending the processing of mutually excessive applications.

Mutually exclusive applications are those which compete for the same channel in the same community or require comparative hearings for other reasons. FCC explained its latest order as necessary to enable the commission to "concentrate for the time being on the processing of many pending non-competitive applications."

"Because of the limited number of commission bearing examiners and other staff members engaged in hearing work," explained FCC, "it will not be possible to try such cases (mutually exclusive bids) until the present backlog is removed, and therefore no useful purpose would be served by designating additional applications at this time." The commission added, tho, that "for this reason the interests of parties who have filed or who will file mutually exclusive applications will not be adversely affected by the processing only of non-competitive applications at this time." It is anticipated that the bearings in the cases now designated for hearing and those additionally mutually exclusive applications already processed by the commission will not be concluded for a considerable period," added the FCC. "Accordingly, in order to bring television service as quickly as possible to as many people as possible, the commission feels that the public interest will be served by processings, for a limited time, non-competitive applications only."

The commission expecte to add five more hearing examiners and crews shortly to help bandle the growing burden of TV hearing cases. Two new hearing examiners to perform similar work were recently named. However, the backlog is so staggering that a long wait is anticipated for most contested bids to reach final decisions. Meanwhile, the number of mutually exclusive bids continues to mount. The FCC this week declared nearly a dozen more bids as falling in that catagory, and more are upcoming

# ABC-Paramount Proceedings Get Extension

WASHINGTON, Sept 20. — Deadline for proposed findings by participants in the American Bcoadcasting Company - United Paramount Theaters, Inc., merger pcoceedings was deferred to October 3 under an extension approved thia week by Federal Communications Examiner Leo Resnick. The extension beyond the orlginal deadline set for yesterday (19) was requested by Curtis Plummer, chief of the broadcast bureau. All participants agreed to the request.

Meanwhile Columbia Bcoadcasting System submitted pcoposed findings this week reiterating its insistence that CBS is qualified as applicant for transfer of Stetion WBKB, Chicago from Balaban and Katz contingent on FCC's appcoval of the ABC-UPT mergar.

# ABC Radio Cops "Millionaire" For Day Strip

NEW YORK, Sept 20.—Tha American Broadcasting Company this week bought "Live Like a Millionaire" as a daytime redio strip, and may also program the show as a once-weekly evening video show. The radio contract calls for the show to go into the 11-11:30 a.m. slot across the board, starting October 13.

The deal axes "Lone Journey" and "Top of the World," and places "Millionaire" back to beck with "Break the Bank," 11:30-noon, in a strong 60-minute block. Opposition is Arthur Godfrey on the Columbia Bcoadcasting System and "Strike It Rich" on the National Bcoadcasting Company.

"Millionaire," a Masterson, Reddy & Nelson peckage, has been airing 2:30-3 p.m. across the board on NBC, which dropped the slanza due to commitmente for that time in the fall line-up. The TV version, while not yet firmed by ABC, likely would get the 8:30 p.m. Friday period if aired. Commercial interest in the show is said to be bigh. It aired 10 p.m Fridays via CBS-TV last season for General Mills and Gcove Laboretories

*$100-A-MINUTE PARTY*

# That's Arthur Murray Rate Offer for Gags

NEW YORK, Sept. 20.—Dance king Arthur Murrey has decided to pay writers "by the minute" when his TV variety show, "The Arthur Murray Party," resumes next month. Murray, who will shell out $100 for every minute of script used on the air, said he is in the market for fresh gag material for frau Kathryn Murrey's opening monologs on each pcogram.

Heretofore, the terp exec has paid writers as much as $1,000 a week, even tho the show's variety format seldom utilizes more than five minutes of script copy, with the average show's word quota a minute and a half. Writer Seamon Jacobs pulled down $300 a week for the chore a couple of seasons ago, and Murray's most recent scripter, Jarry Crene, earned a weekly paycheck of $500. The taam of Aacon Rubin and Billy Freedley drew $1,000 weekly.

Murray is currently negotiating for time on one of the networks, and expects to be beck in a Sunday night TV time slot beginning October 12.

# WATV May Get Giants' Games

NEW YORK, Sept. 20.—Negotiations were under way this week betwcen video station WATV and tbe New York Giants for the baseball club to shift telecasts of its home games over from WPIX in 1953. The Giants and the aponsors, Chesterfields, are reported disappointed over the retings achieved in their present set-up.

WATV, currently operating out of Newark, is slated to beam from the Empire State building in the near future, which would give its signal equal strength witb other stetions in the city.

Your Top TV Sales Opportunity
WDEL-TV
Wilmington, Delaware
In the Market which has highest income per family in the country.
Represented by
ROBERT MEEKER ASSOCIATES
New York San Fran...

This One
EG9O-FPA-HQCW

# D.C. Group Probing AM, TV Shows May Scan Ad Agencies, Sponsors

WASHINGTON, Sept. 20—The House Interstate Commerce Subcommittee investigating radio-TV programs is considering extension of its probe to ad agencies and sponsors following the resumption of hearings this week at which the TV Code of the National Association of Broadcasters and Telecasters received its first official Congressional scrutiny and came thru with flying colors.

Next week the subcommittee will move to New York to hear representatives of the National Broadcasting Company and Columbia Broadcasting System Tuesday and Wednesday (23-24), returning to Washington Thursday (25) for a two-day session during which Federal Communications Commission officials and others will be heard.

During the hearings this week, Subcommittee Chairman Oren Harris (D.-Ark.) said that in view of the fact that many programs are prepared by advertising agencies with supervision by sponsors, it is doubtful if the record can be completed without that field being covered.

Representative Harris indicated that local station operators are failing to exercise their responsibilities over programs and are leaving it up to the networks. At one point, he asked Ralph Hardy, NARTB

(Continued on page 47)

# General Foods, Hope Extend NBC-AM Talk

NEW YORK, Sept. 20. — Bob Hope this week was continuing discussions with General Foods to work under its sponsorship this season on the National Broadcasting Company's radio web. Hope may eventually wind up in a 15-minute across the board strip and in a nighttime half hour for the cereal advertiser. The deal came near splitting apart because General Foods would not allow him permission to do a nighttime show for another client.

The advertiser, however, is now interested in buying the entire package for its Jello division. Young & Rubicam is the agency.

# Electric Firms Eye Net TV

NEW YORK, Sept. 20 — The Electric Companies Advertising Program this week was looking ahead to possible entry into network TV early next year. The agency for the organization, N. W. Ayer, has been instructed to look into the web TV picture for possible programs.

ECAP benkrolled film last year on some TV stations on a spot basis. It had been a web radio sponsor for some time with "Meet Corliss Archer."

## UHF EYES ON TEST CITIES

WASHINGTON, Sept. 20.—Eyes of applicants for UHF TV stations are focussing on Portland, Ore., and Denver as a result of a Federal Communications Commission action this week. The FCC gave a special temporary authorization to Station KPTV in Portland to start broadcasting today, the first commercial UHF TV station in the nation.

Next city to get a UHF station in operation will likely be Denver. Both of these localities become "test tube" cities for UHF. Interest centers on the response of TV set manufacturers, distributors and dealers to the new UHF market. FCC is making no secret of its interest in the question of responsiveness, and two members of the FCC have within rerent weeks strongly hinted their watchfulness on that score.

## HOUSE SUBCOMMITTEE HEARS SHOCKER TALE FROM WILSON

WASHINGTON, Sept 20.—Something next in "shocker" testimony came this week from a witness at the House Communications Subcommittee hearing who testified that the radio announcements constitute "murder." The witness, Walton H. Wilson, of Indian Head, Md., self-described "metaphysical practitioner and lecturer," drew uplifted eyebrows from subcommittee members and stifled guffaws from the press tables when he told them that "millions of Americans are made physically ill by many of the spot announcements which networks and stations give as a public service."

"Metaphysical scientists, doctors and psychologists have come to agree that our physical condition depends to a great extent upon our thoughts," Wilson said, adding that there is no human influence which affects our thoughts as much as do radio and television. Wilson objected to announcements which say "One person out of every seven will die from heart disease." "Fear in large packages," said Wilson, "is delivered to every household almost every hour of the day."

# Rate Cut Approvals Reach 75% at NBC

NEW YORK, Sept. 20—By the week-end, the National Broadcasting Company had acceptances from about three-fourths of its radio affiliates on its readjusted AM rate structure embodying additional discounts in the evening time slots. Despite the fact that the stations had been asked to send back the forms altering the current affiliation and contract by Monday (15), they have been coming in at a slower rate. The American Broadcasting Company, likewise, is awaiting response from affiliates on its radio rate alteration, which goes along similar lines.

Execs of both webs, however, expressed confidence that the returns would okay the plans in sufficient number to put them into effect shortly. NBC, for example, said it had assurances from other affiliates which indicated the plan will be accepted by better than 90 per cent of its affiliates by the latter part of next week. As for ABC, president Bob Kintner himself plans to make the rounds of affiliate meetings which begin on a regional basis in the next week, along with other key execs such as Lee Jahncke and Charlie Ayres. This is deemed to reflect Kintner's confidence in overwhelming affiliate approval of the rate switch coming in prior to the meets.

Neither web will officially notify advertisers and agencies of the changed discount structures until 90 per rent or more affiliates approve the plans.

# Nomad N. Y. Listeners Up 33% Over 1949

NEW YORK, Sept. 20—Out-of-home radio listening in New York has increased 33 per cent since 1949, with indie WNEW still the number one station in the field, according to a special Pulse survey of the nomad dialers last month.

Study shows that 32.1 per cent listened to the radio out-of-home on the average day, as compared to 24.1 per cent in August, 1949; with WNEW pulling 7.1 per rent of the out-of-home listeners on an average day last month, an increase of 54 per cent over the station's 1949 figure of 4.6 per cent.

WNEW also showed a gain of 16 per cent in its share of averaga daily unduplicated out-of-homes audience, with a 21.6 per cent share last month as compared to 18.7 per cent in 1949. In addition WNEW Research Director Claire Rimmel, who helped spearhead the first out-of-home measurement survey in 1949, points out that, four years ago, car radio listeners, whereas today they account for 62 of every 100.

The study reveals that more people are listening to the radio while at work and in stores and service establishments today, while fewer are listening to the radio in restaurants and bars.

**The Reasons**

Ira Herbert, WNEW sales head, attributes the station's leadership in the out-of-home listening field to fact that the indie consistently aims special promotion at Manhattan's roving radio fans, via consumer ads, and special programing services—traffic reports, AAA tie-ups, etc.

Indie's at-home audience figures have kept pace with its out-of-home showing. Station was only one of the major New York stations to show an increase in average ratings from January thru August of this year over the same period in 1951, WNEW's average rating being second highest in area.

# 50 Houses Book Big Fightcast

NEW YORK, Sept. 20. — The addition yesterday (19) of the Academy of Music here to the houses carrying the theatre television airing of the Joe Walcott-Rocky Marciano heavyweight title fight brings the total number of houses up to 50.

The fight, being held in Philadelphia on Tuesday (23), will be shown in nine houses in this city. Previously largest number of houses to carry a theater TV event was 38 in 21 cities, for the Ray Robinson - Joey Maxim fight. The current total of 50 is spread over 30 cities, coast to coast.

# 'Freedom' Sales Staff Expanded

NEW YORK, Sept. 20. — To handle the expanding sales activity on "Freedom USA," the transcribed show starring Tyrone Power, the Frederic W. Ziv Company this week added four new salesmen in the South and Midwest.

Sales of the radio show now total 315, according to Alvin Ungar, Ziv's sales veepee. The biggest category of sponsors, he said, included banks, financial institutions and insurance companies. A new type of sponsor for the show is the Americanism Information Association of Columbus, Ga., which will sponsor the program on WRBL there. The latest multiple-market sale of "Freedom USA," Unger revealed, was Frederick & Nelsons, Western department store, which will sponsor the Tyrone Power show on three stations in the State of Washington.

The four new Ziv salesmen are Earl Brewer, Arthur Watson, George Williams and Jesee Pevear Jr.

# Seek Cincy Educational TV Station

CINCINNATI, Sept. 20—A non-profit organization to promote an educational TV station for Greater Cincinnati will be formed soon, it was decided Thursday (18) at a meeting of representatives of educational institutions in City Council Chamber under temporary chairmanship of Uberto Neely to consider ways and means of taking advantage of the allocation to Cincinnati of an ultra-high-frequency TV channel for educational purposes. The organization will be known as Greater Cincinnati TV Educational Foundation.

Heads of 10 to 16 educational institutions decided to meet soon to sign articles of incorporation which are to be drawn up by Edgar Holtz, assistant city solicitor.

Seven schools pledged financial support. They must raise $15,000 to supplement $5,000 pledged by city council, this sum to be used for preliminary engineering work and for studies on establishment of a financial program to support the station.

University of Cincinnati pledged $2,500; the library, $1,000; board of education, $2,500, while parochial schools, Hebrew Union College and the school systems of Norwood, O., and Bellevue, Ky., promised a proportionate share.

# NBC May Give Talluh 5 More Shots at Video

NEW YORK, Sept. 20.—An agreement was reached this week between Talullah Bankhead and the National Broadcasting Company whereby the unpredictable one may get five more TV shows this season plus a regular slot of her own next year. La Bankhead and NBC have decided to base plans for future operations on their feeling about the outcome of her preem show, October 11, when Ethel Barrymore and Groucho Marx will be her guests.

Should the show be deemed a smash, NBC will sat aside five more hourly shows for Miss Bankhead this season, and will blueprint plans for a more regular appearanee next year.

NEW YORK, Sept. 20.—Eddie Cantor has signed to return to the National Broadcasting Company this fall with his show-business type disk jockey show. Pact was set during NBC program chief Bud Barry's visit to the Coast.

However, Cantor will shift from his 9:30 Saturday slot to 9:30 Thursdays, beginning October 2.

# A Big Union Is Born: AFTRA Now Rules Both Radio and Television

NEW YORK, Aug. 20.—Television Authority goes out of existence tonight Saturday at 11:59 p.m., and 12 a.m. the newly merged American Federation of Television and Radio Artists starts its supervision over the destiny of performers working in radio and television. The marriage was effectuated this week by the Associated Actors and Artistes of America, the parent body of the performer unions, which unanimously consented to the wedding. The Screen Actors Guild and the Screen Extras Guild abstained from voting.

The new union will be governed temporarily by a joint board of its executives until new officers can be elected. Chairman of AFTRA is Know Manning and co-chairman Lawrence Tibbett. The board will vots this week on an executive secretary. George Heller was executive secretary of TVA, and Frank Reel held the same position with AFRA. In all likelihood Heller will berome axecutive secretary of AFTRA with Reel his assistant.

AFRA is scheduled to begin negotiations with the networks October 3 and TVA about a month later. Undoubtedly, there will be joint negotiations for contracts covering radio and TV performers after the sessions get well under way. AFTRA, of course, will handle the entire negotiations.

The TVA convention, which was to be held here during the latter part of next week, has already been cancelled. Its main subject of discussion was to be merger with AFRA; but since this has been accomplished, the confab would have been academic. TVA however, had not decided upon its new demands or its forthcoming negotiations. Probability is that wages and working conditions committees will be set up in New York, Chicago and Los Angeles. Their recommendations would then be coordinated by the AFTRA board.

Once the merger is digested by both unions, talks will begin again in the 4 A's toward broadening the merger and inviting other performer unions to join AFTRA. The American Guild of Variety Artists has already signified its willingness to join AFTRA.

## CHERTOK DEBUTS CARNEGIE SERIES

HOLLYWOOD, Sept. 20.—Jack Chertok will kick off his Dale Carnegie TV film series within the next eight weeks. Series is tagged "How to Get the Most Out of Life," and, according to producer Chertok, will prove a natural in winning sponsors and influencing viewers. Appeal of the series is based on the increased demand for more self-betterment material as reflected in best selling books and popular magazines.

Format of the series will range from simulated Carnegie classroom procedure to portraying typical problems and the Carnegie solution for solving them. Series will be shot at General Servire Studios, which serves as base for the Chertok telepic operations.

Profitable TV Audience exclusive with
WGAL-TV
LANCASTER, PENNA.
Only TV station in — only TV station seen — in this large, rich Pennsylvania market area.
Clair R. McCollough, Pres.
Represented by
ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

## NEWS CAPSULES

# WCBS-TV Racks Up Eight New Clients

• Continued from page 4

sion Manufacturers' Association, on the basis of sales for the period ending July 31, 39.2 of Canada's TV sets are in the Toconto-Hamilton area. This means they number 45,971. The total number of sets in Canada is 116,616, at a total list value of $55,217,826 The next largest proportion of sets in Canada is in Windsor with 32.9 per eent and 38,314 units. In Montreal, where the only other TV station is located, there are 6,297 units, or just 5.4 per eent of the total in Canada.

**HUMBLE GRID FOR AM, TV FILM...**

SAN ANTONIO — The Humble Oil & Refining Compeny will begin its 16th season of footbell broadcasts today of the Southwest Conference. Both home and road games will be broadcast over various regional and special netwarks. In addition to the radio roverage each Saturday, games will be filmed and a belf-hour bighlight of tha game will be presented on one of the six television stetions in the Stete. A eepsule round-up of all games will be presented eacb week as part of the Humble newsreel, "This Week in Texas," which is telecast for a half hour on Mondays.

**WCPO'S J. P. SMITH A POLIO VICTIM...**

CINCINNATI — John Patrick Smith, assistent general manager of WCPO stations here, was taken to General Hospitel las' week, a polio victim. Smith became ill Friday (12) Early sym toms indicated a mild case but his condition was marked "critical" upon admittanee to the bospitel Saturday (.3).

**R. K. WOOD NAMED TO WWSO EXEC POST . .**

SFRINGFIELD, O. — **R. K. (Skin) Wood**, a radio acreunt executive for the past nine years, has been named vice-president and genaral manager of Radio Springfield, Inc., operator of Stetion WWSO here. Station, owned and operated by **Bradley Kincaid** for the pest two years, also has studios in near-by Urbana. O K'.. ead, this cit'.a folk singer and radio pioneer, will continue active in the business for at least six more months.

**WSPR TO GET "INDUSTRY" SHOW...**

SPRINGFIELD, Mass—**Pamela Cole**, who wrote, produced and emseed "Meet Your Local Industry" which ran thru the summer over WSTC, Stemford, Conn., is readying a similar program for WSPR, this city's American Broadcasting Company affiliate. Miss Cole, a junior at Smith College at nearby Northampton, was active in many WQXR bigb achool forums when she lived in New York. The WSTC show attracted considerable attention via the interviews with officials of sucb rompanies as Pitney-Bowes, Yale Lock, Dagmar Chemical, Conde Nast, Scbick Injector Raror, Atlas Powder, ete.

**PERLMETER TAKES OVER JOE SHORT'S DUTIES . . .**

WASHINGTON. — Unexpected death of Joe Short, press secretery to President Truman, this week left vastly increased reaponsibilities for Irving Perlmeter, Short'a highly competent assistant in charge of TV-radio, and Roger Tubby, another Short assistent.

Perlmeter was appointed by Short as one of his key assistents soon after Short succeeded the late Charles Ross as President Truman's press secretary two years aga. TV and radio beve been getting vastly increased emphasis since Perlmeter has been on the job. Prior to his White House appointment, Perlmeter headed public retstions at Bureau of Internal Revenue.

**HAWAII GETS FIRST TERRITORIAL FM . . .**

WASHINGTON. — Hawaii will be the first United Stetes territory to have an FM broadcast stetion as result of a grant issued by Federal Communications Commission this week to Henry T. Lee in Honolulu.

FCC authorized a Class B FM stetion, six kilowatts power, on Channel 222.

**THE RESTLESS PEOPLE AND THE REVOLVING DOOR...**

**John F. Sloan**, new sales manager of WOR-TV, N. Y., will also head up national sa'es for KHJ-TV in New York and Chicago ... **Jud Woods**, Kansas City, Mo, TV and ad man, has been brought to Denver to become TV co-ordinator for stetion KOA. Ha will assist in the preparation of material for the Federal Communication Commission bearings and set up a TV training program for the KOA steff . . Sportscast producer **Bernie London**, formerly with Columbia Broadcasting System and WXEL, Cleveland, has joined the Kudner agency's TV department as produeer of "Television Game of the Week," the General Motors-National Collegiate Athletic Association series of 11 weekly college footbell games beginning on NBC-TV today.... **Warren Abrams** of CBS Television Spot Sales research department has been upped to manager of their Detroit offiee... **Stebrand Niewenhous Jr.**, formerly an account exec in the Pittsburgh offiee of Batten, Barton, Durstine & Osborn, has joined Sullivan, Stauffer, Colwell & Bayles in an exeeutive capacity.... **Roy H. Haimes** has left his post as sales manager of WINS, the Crosley stetion in New York, to become national sales manager of WPAT, Patterson, N J He will work out of WPAT's New York office.... **Herbert Stewart**, having resigned as general manager of TV station WICU, Erie, Pa., has been appointed exeeutive vice-president of the Orange Television Broadcasting Company, applicant in Tampa, Fla.... **L. D. (Bill) Larimer** bes been appointed television account exee in Los Angeles for Edward Petry & Company. He's been with the Western division of the American Broadcasting Company for the past four years...; **John F. Sloan**, new WOR-TV sales manager, will also bead national sales for KHJ-TV, Los Angeles, which has recently set up its Eastern sales offiee in WOR headquarters.... **Ben Wickham**, radio-TV editor of the Cleveland News, has joined WXEL, Cleveland television stetion, as a general executive.... **Dr. Allen B. Du Mont** starts a three-week tour of the West Coast and the Northwest next week to visit TV stetions and set distributors He will be accompanied by **Dan Halpin**, Du Mont Lab sales manager.... **Arthur (Ed) Dahl**, former acreunt exee with Frederic Ziv Company, has joined the sales staff of KMBC-KFRM, Kansas City, Mo. ... **Red Grange** started his own football show over WNJR, Newark, N. J., this week....

**Kelly Maddox**, former program director for NBC in Chicago, has been named program manager of KGNC-TV, in Amarillo, Tex.

# McCarran Blasts Reds; Hearing Doors Closing

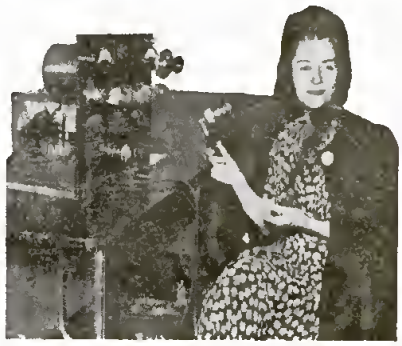
• Continued from page 1

Actors' Equity Association, as well as independent produeers and network and agency produeers. The scope of the subcommittee is so broad that it is expected to consume all of the next session of Congress. McCarran, after examining testimony of several of the witnesses who appeared at hearings earlier this year, declared that his subcommittee "found, strategically placed to take advantage of television's progress, persons who refused to say under oath whether or not they belonged to the Communist party, but who were described by other persons, under oath, as either Communists or very active pro-Communists."


# Seniority Counts

**WWJ, world's oldest radio station, celebrates its 32nd Anniversary**

**Naturally,** WWJ is proud of its seniority status in the nation and its own market—Detroit. The wealth of experience acquired through the years continually serves as the guiding influence for WWJ's pioneering and aggressive programming. This spirit has built for WWJ a loyal audience that responds enthusiastically to the sales appeals of WWJ advertisers.



*Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.*

*(NATIONAL FIRSTS)*

***FIRST** radio station, August 20, 1920*
***FIRST** election returns, August 31, 1920*
***FIRST** radio dancing party, September 4, 1920*
***FIRST** fight results, September 6, 1920*
***FIRST** vocal concert, September 23, 1920*
***FIRST** World Series scores, October 5, 1920*
***FIRST** church chimes, December, 1921*
***FIRST** symphony concert, February 10, 1922*
***FIRST** radio orchestra, May 28, 1922*
***FIRST** radio wedding, June 18, 1922*

*(MICHIGAN FIRSTS)*

***FIRST** eyewitness football game, October 25, 1924 (Mich.-Wisconsin)*
***FIRST** eyewitness baseball game, April 19, 1927 (Detroit-Cleveland)*
***FIRST** eyewitness boat races, August 2, 1924 (Gold Cup)*
***FIRST** Michigan FM station, May 9, 1941*

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

WWJ AM-FM Basic NBC Affiliate First Michigan TV Station WWJ-TV

AM — 920 KILOCYCLES — 1000 WATTS
FM — CHANNEL 246—97.1 MEGACYCLES

Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

# THE BILLBOARD Radio-TV Show Charts

*For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).*

## • Top 10 TV Shows Each Day of the Week in PITTSBURGH

(485,000 TV Sets;* Panel Size 200)

**. . . According to Videodex Reports**

WDTV.....Du Mont Television Network.....Du Mont, ABC, CBS, NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contain the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

"BOSTON BLACKIE" and "Amos 'n' Andy" were tied for top audience in Pittsburgh in the beginning of August. "Blackie's" rating in August was substantially greater than what it had been in April, the last Pittsburgh chart carried here. "Amos 'n' Andy," on the other hand, has essentially the same rating it has had in Pittsburgh all year, and it has always ranked high there. About half the shows on the chart below are non-network, and about a quarter of them are syndicated films.

| April, '52 Pos. | Rtg | | SIGN-ON TO SIGN-OFF | | | Avg Rtg |
|---|---|---|---|---|---|---|
| | | | **TUESDAY** | | | |
| 1 | 56.5 | 1. | ROCKY KING, DETECTIVE | Du M | 8:00- 9:30 | 47.4 |
| 2 | 56.0 | 2. | PLAINCLOTHESMAN | Du M | 9:30-10:00 | 46.2 |
| — | — | 3. | WHAT'S MY LINE | CBS | 10:30-11:00 | 44.3 |
| 3 | 55.8 | 4. | TOAST OF TUE TOWN | CBS | 8:00- 9:00 | 41.0 |
| — | — | 4. | DREW PEARSON | ABC | 11:00-11:15 | 41.0 |
| — | — | 6. | SPORTS SCHOLAR (Film) | Non-Net | 10:00 10:15 | 37.2 |
| — | — | 7. | THIS WEEK IN SPORTS (Film) | Non Net | 11:15-11:30 | 30.8 |
| — | — | 8. | LITTLE THEATER (Film) | Non Net | 10:15-10:30 | 24.4 |
| — | — | 9. | YOU ASKED FOR IT | ABC | 5:30- 6:00 | 23.9 |
| — | — | 9 | STAR PLAYHOUSE | Non Net | 11:30- 1:00 | 23.9 |
| — | — | 10. | MY LITTLE MARGIE (Film) | CBS | 7:00- 7:30 | 20.5 |
| | | | **MONDAY** | | | |
| — | — | 1. | SUMMER THEATER | CBS | 10:00-11:00 | 58.0 |
| — | — | 2. | DOORWAY TO DANGER | Non Net | 9:30-10:00 | 38.5 |
| 8 | 34.2 | 3. | CENTURY THEATER | Non Net | 11:15-12:30 A.M. | 37.2 |
| — | — | 4 | FORT PITT NEWS | Non Net | 11:00 11:15 | 35.9 |
| — | — | 5. | TELESPORTS DIGEST (Film) | Non-Net | 9:00- 9:30 | 29.5 |
| — | — | 6. | VOICE OF FIRESTONE | NBC | 8:30- 9:00 | 26.9 |
| — | — | 7 | MASQUERADE PARTY | Non Net | 8:00- 8:30 | 21.8 |
| 7 | 34.5 | 8 | WILD BILL HICKOK (Film) | Non-Net | 5:30- 6:00 | 20.4 |
| — | — | 9. | SEARCH FOR TOMORROW | CBS | 12:30-12:45 | 18.3 |
| 5 | 36.5 | 10. | VIDEO ADVENTURES | Non-Net | 6:00- 6:30 | 16.9 |
| | | | **TUESDAY** | | | |
| — | — | 1 | ORIGINAL AMATEUR HOUR | BBC | 10:00-10:45 | 55.5 |
| — | — | 2. | GUESS WHAT | Non-Net | 9:00- 9:30 | 43.6 |
| — | — | 3. | FORT PITT NEWS | Non Net | 11:00-11:15 | 42.3 |
| 2 | 46.5 | 4 | HOLLYWOOD THEATER | Non Net | 9:30-11:00 | 41.0 |
| 3 | 41.5 | 5. | KEEP POSTED | Du M | 8:30- 9:00 | 39.8 |
| 10 | 29.5 | 6. | FEATURE THEATER | Non-Net | 11:15-12:30 A.M. | 36.4 |
| — | — | 7. | PULSE OF THE CITY (Film) | Non-Net | 10:45-11:00 | 34.6 |
| — | — | 8. | SEARCH FOR TOMORROW | CBS | 12:30-12:45 | 25.4 |
| — | — | 9. | PERRY COMO (Kine) | CBS | 8:15- 8:30 | 24.4 |
| — | — | 10. | LOVE OF LIFE | CBS | 12:15-12:30 | 21.1 |
| 2 | 35.5 | 10. | VIDEO ADVENTURES | Non Net | 6:00- 6:30 | 21.1 |
| | | | **WEDNESDAY** | | | |
| 2 | 59.5 | 1. | AMOS 'N' ANDY (Film) | CBS | 9:30-10:00 | 57.7 |
| — | — | 2. | PABST BLUE RIBBON BOUTS | CBS | 10:00-10:45 | 52.1 |
| 3 | 58.5 | 3. | GODFREY AND FRIENDS | CBS | 8:30- 9:00 | 45.6 |
| 4 | 46.5 | 4. | GUEST TO GHOST | Non Net | 9:00 9:30 | 42.3 |
| — | — | 5. | SPORTS SPOT | CBS | 10:45-11:00 | 38.5 |
| 8 | 28.8 | 6. | ABCHOR THEATER | Non Net | 11:15-12:30 | 36.4 |
| — | — | 7. | PULSE OF THE CITY (Film) | Non-Net | 10:45-11:00 | 29.5 |
| — | — | 8. | SEARCH FOR TOMORROW | CBS | 12:30-12:45 | 25.4 |
| — | — | 9. | THE UNEXPECTED (Film) | Non Net | 8:00- 8:30 | 24.4 |
| — | — | 10. | LOVE OF LIFE | CBS | 12:15-12:30 | 23.9 |
| | | | **THURSDAY** | | | |
| — | — | 1. | GRUEN PLAYHOUSE (Film) | Non-Net | 10:00-10:30 | 49.4 |
| 1 | 58.0 | 2. | DANGEROUS ASSIGNMENT (Film) | Non-Net | 9:30-10:00 | 48.7 |
| — | — | 3. | CURTAIN TIME | Non-Net | 10:30-11:00 | 43.6 |
| — | — | 4. | CHANCE OF A LIFETIME | ABC | 8:30 9:00 | 37.2 |
| — | — | 5. | PICK THE WINNER | CBS | 9:00- 9:30 | 34.6 |
| 2 | 54.5 | 6 | 816 TOWN | CBS | 8:00 8:30 | 34.0 |
| — | — | 6. | FORT PITT NEWS | Non-Net | 11:00 11:15 | 33.3 |
| — | — | 8. | TALES OF TOMORROW (Kine) | ABC | 11:15-11:45 | 30.2 |
| — | — | 9. | SEARCH FOR TOMORROW | CBS | 12:30-12:45 | 23.9 |
| — | — | 10 | ARTHUR GODFREY SHOW | CBS | 11:45-12:15 | 21.2 |
| | | | **FRIDAY** | | | |
| — | — | 1 | ALL STAR FOOTBALL GAME | — | 9:30-12:30 A.M. | 48.3 |
| — | — | 2. | LIFE BEGINS AT 80 | Du M | 9:00- 9:30 | 43.6 |
| 3 | 51.5 | 3. | WE, THE PEOPLE | NBC | 8:30- 9:00 | 38.5 |
| — | — | 4. | SEARCH FOR TOMORROW | CBS | 12:30 12:45 | 23.9 |
| — | — | 5. | ARTHUR MURRAY PARTY | — | 8:00- 8:30 | 23.1 |
| — | — | 6. | LOVE OF LIFE | CBS | 12:15 12:30 | 21.1 |
| 7 | 34.0 | 7. | CISCO KID (Film) | Non Net | 5:30- 6:00 | 19.7 |
| 9 | 30.5 | 7. | VIDEO ADVENTURES | Non-Net | 6:00 6:30 | 19.7 |
| — | — | 9. | DEWS | Non-Net | None-12:15 | 16.9 |
| 10 | 28.0 | 10 | E 2 CREDIT TIME | Non Net | 5:00 5:30 | 14.8 |
| | | | **SATURDAY** | | | |
| 1 | 43.8 | 1. | BOSTON BLACKIE (Film) | Non Net | 10:00 10:30 | 57.7 |
| — | — | 2. | ASSIGNMENT MANHUNT | Non-Net | 10:30 11:00 | 47.4 |
| — | — | 3. | PLAYHOUSE OF STARS (Film) | CBS | 9:30 10:00 | 44.3 |
| — | — | 4 | ELECTRIC THEATER (Film) | Non-Net | 8:30- 9:00 | 42.3 |
| — | — | 5. | DOUBLE PLAY (Film) | Non-Net | 9:00- 9:15 | 37.2 |
| — | — | 5. | NEWS REVIEW | Non-Net | 8:15- 9:30 | 37.2 |
| — | — | 7. | BURNS AND ALLER (Kine) | CBS | 8:00- 8:30 | 32.7 |
| 9 | 32.8 | 8. | HOPALONG CASSIDY (Film) | Non Net | 5:30- 6:30 | 31.7 |
| — | — | 9. | THE NAME'S THE SAME (Kine) | ABC | 4:00- 4:30 | 28.9 |
| — | — | 10. | THE ERWINS (Film) | ABC | 3:30- 4:00 | 28.2 |
| 4 | 41.0 | 10. | LONE RANGER (Film) | ABC | 7:00- 7:30 | 28.2 |

*NBC estimate for August, 1952.

## • Share of Total Audience Radio vs. TV in ST. LOUIS

**. . . According to Pulse Reports**
**July-August, 1952**

**7 P.M. to Midnight**

| | TELEVISION % of Total Aud. | Radio % of Total Aud. | TOTAL AUD Sets In Use Radio & TV |
|---|---|---|---|
| SUNDAY | 60.5 | 39.5 | 35.4 |
| MONDAY | 53.6 | 46.4 | 37.4 |
| TUESDAY | 53.0 | 47.0 | 38.3 |
| WEDNESDAY | 55.7 | 44.3 | 40.0 |
| THURSDAY | 53.3 | 46.7 | 37.6 |
| FRIDAY | 54.0 | 46.0 | 40.0 |
| SATURDAY | 59.5 | 40.5 | 38.0 |

**6 A.M. to 6 P.M.**

| | | | |
|---|---|---|---|
| MON.-FRI. | 21.7 | 78.3 | 26.3 |

**6 A.M. to Midnight**

| | | | |
|---|---|---|---|
| ENTIRE WEEK | 37.8 | 62.2 | 29.6 |

## NEXT WEEK

**Top 10 TV Shows Each Day in TOLEDO**

**. . . According to Videodex**

•

**Top 5 Radio Shows Each Day in RICHMOND**

**. . . According to Pulse**

•

**Share of Total Audience Radio Vs. TV in RICHMOND**

**. . . According to Pulse**

## FOR FULL INFORMATION

**about all radio and television shows . . . ratings, audience compositions and the many other factors which determine the success or failure of a program, subscribe to part of or the full services of the research organizations featured on these pages.**

**For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.**

**For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.**

**For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington.**

## Chev Club Sponsors 10 WGN Games

CHICAGO, Sept. 20.—Chicago Metropolitan Dealers, Chevrolet Club, Inc., have signed with WGN to sponsor 10 collegiate football games, on a play-by-play basis, over that station starting September 27. Campbell-Ewald Company, Inc., Detroit, handled the sale.

A "Football Warm-Up" quarter-hour show, which will precede the football games, will be sponsored by Shulton, Inc., for its Old Spice products. Series, also set to begin September 27, was set thru The Wesley Associates, New York.

## • Top 5 Radio Shows Each Day of the Week in ST. LOUIS

(502,448 Radio Families*)

**. . . According to Pulse Reports**

| | | | |
|---|---|---|---|
| KMOX | 50,000 watts | CBS | |
| KSD | 5,000 watts | NBC | |
| KSTL | 1,000 daylight | Ind | |
| KWK | 5,000 watts | MBS | |
| KXLW | 1,000 daylight | Ind. | |
| KXOK | 5,000 watts | ABC | |
| WEW | 1,000 watts | Ind. | |
| WIL | 5,000 watts | Ind. | |

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 2,000 homes.

TOP rating of Arthur Godfrey's daytime show was only 9.7 over the summer months. This put the show that ordinarily has the top rating in St. Louis down to second place, tied with "Helen Trent" and the local noontime news on KMOX. "Our Gal Sunday" outrated all those with a 9.9. Among evening stanzas, the Groucho Marx summer show got the top rating, with the Friday night baseball broadcast on WIL a close second. The baseball games generally scored high on this chart, as they do in most cities over the summer. Columbia Broadcasting System, which has the most powerful station here, has the most network shows on this chart.

| Jan.-Feb., '52 Pos. | Rtg | | 7 P.M. TO MIDNIGHT | | | | Highest Qr. Hr. Rating |
|---|---|---|---|---|---|---|---|
| | | | **SUNDAY** | | | | |
| — | — | 1. | PHILLIP MORRIS PLAYHOUSE | CBS | 7:30- 8:00 | KMOX | 6.8 |
| — | — | 2. | FRANK FONTAINE | CBS | 7:00- 7:30 | KMOX | 6.3 |
| — | — | 3. | THEATER GUILD, MEET MILLIE | CBS | 8:00- 8:30 | KMOX | 6.0 |
| — | — | 4. | INNER SANCTUM | CBS | 8:30- 9:00 | KMOX | 5.5 |
| — | — | 5. | BEST PLAYS | BBC | 7:30- 8:30 | KSD | 5.8 |
| | | | **MONDAY** | | | | |
| — | — | 1 | BASEBALL, MISC | Non Net | 8:30-11:00 | WIL | 8.0 |
| 2 | 8.0 | 1. | GODFREY'S TALENT SCOUTS | CBS | 7:30- 8:00 | KMOX | 6.0 |
| — | — | 1 | VOICE OF FIRESTONE | NBC | 7:30- 8:00 | KSD | 6.0 |
| 4 | 7.0 | 4 | RAILROAD HOUR | NBC | 7:00- 7:30 | KSD | 5.0 |
| — | — | 5. | TELEPHONE HOUR | BBC | 8:00- 8:30 | KSD | 5.5 |
| | | | **TUESDAY** | | | | |
| 3 | 8.8 | 1 | MR AND MRS. NORTH | CBS | 7:30- 8:00 | KMOX | 6.8 |
| — | — | 2. | PEOPLE ARE FUNNY | CBS | 7:00- 7:30 | KMOX | 6.3 |
| — | — | 3. | TRUTH OR CONSEQUENCES | NBC | 8:30 9:00 | KSD | 6.8 |
| — | — | 3. | BASEBALL, MISC. | Non Net | 8:30-11:00 | WIL | 6.0 |
| — | — | 5. | MEET YOUR MATCH | NBC | 8:00- 8:30 | KSD | 5.5 |
| | | | **WEDNESDAY** | | | | |
| — | — | 1. | BEST OF GROUCHO | NBC | 8:00 8:30 | KSD | 7.3 |
| — | — | 2. | THE GREAT GILDERSLEEVE | NBC | 7:30 8:00 | KSD | 6.0 |
| — | — | 3. | BASEBALL | Non Net | 8:30-11:00 | WIL | 6.5 |
| 5 | 8.3 | 4. | DR. CHRISTIAN | CBS | 7:30- 8:00 | KMOX | 6.3 |
| — | — | 5. | INSPECTOR BEARTHSTONE | CBS | 7:00- 7:30 | KMOX | 5.5 |
| | | | **THURSDAY** | | | | |
| 2 | 6.3 | 1. | DRAGNET | NBC | 8:00- 8:30 | KSD | 6.8 |
| 1 | 8.5 | 2. | COUNTERSPY | NBC | 8:30- 9:00 | KSD | 6.0 |
| — | — | 3. | FATHER BEST, LIFE IN-BANDS | NBC | 7:00- 7:30 | KSD | 3.0 |
| 5 | 7.5 | 3. | FBI IN PEACE AND WAR | CBS | 7:30- 8:00 | KMOX | 5.0 |
| — | — | 3. | MR. CHAMELEON | CBS | 8:00- 8:30 | KMOX | 5.8 |
| | | | **FRIDAY** | | | | |
| — | — | 1. | BASEBALL, MISC. | Non-Net | 7:00-10:30 | WIL | 7.0 |
| — | — | 2. | CHUCK NORMAN, MISC. | Non-Net | 10:30-11:30 | WIL | 5.0 |
| — | — | 2. | MUSICLAND, U.S.A. | CBS | 7:00- 8:00 | KMOX | 5.0 |
| — | — | 4. | THE BIGTIME | CBS | 8:00- 8:30 | KMOX | 6.8 |
| — | — | 4. | THIS IS YOUR FBI | ABC | 7:30- 8:00 | KXOK | 6.8 |
| | | | **SATURDAY** | | | | |
| — | — | 1. | TARZAN | CBS | 7:30- 8:00 | KMOX | 6.8 |
| 2 | 8.5 | 2. | THE GENE AUTRY SHOW | CBS | 7:00- 7:30 | KMOX | 5.0 |
| 3 | 7.0 | 3 | GANG BUSTERS | CBS | 8:00- 8:30 | KMOX | 5.5 |
| — | — | 3. | CAHAVAN, TIN PAN ALLEY | NBC | 9:00- 9:30 | KSD | 5.5 |
| — | — | 5. | GRAND OLE OPRY | NBC | 8:30- 8:00 | KSD | 4.5 |
| | | | **MONDAY-FRIDAY** | | | | |
| | | | **6 A.M. TO 7 P.M.** | | | | |
| 3 | 11.3 | 1 | OUR GAL SUNDAY | CBS | 11:45-12:00 | KMOX | 8.9 |
| 3 | 11.3 | 2. | HELEN TUENT | CBS | 11:30-11:45 | KMOX | 9.7 |
| — | — | 2. | NEWS—REX DAVIS | Non-Net | 12:00-12:15 | KMOX | 9.7 |
| 1 | 11.9 | 2. | ARTHUN GODFREY | CBS | 9:00-10:30 | KMOX | 9.7 |
| 5 | 11.2 | 5. | AUNT JENNY | CBS | 11:15-11:30 | KMOX | 9.5 |
| | | | **SATURDAY** | | | | |
| 2 | 7.5 | 1. | THEATER OF TODAY | CBS | 11:00-11:30 | KMOX | 6.0 |
| — | — | 2. | GIVE AND TAKE | CBS | 10:30-11:00 | KMOX | 5.0 |
| 3 | 7.0 | 3. | LET'S PRETEND | CBS | 10:00 10:30 | KMOX | 5.5 |
| 1 | 8.3 | 4. | STARS OVER HOLLYWOOD | CBS | 11:30-12:00 | KMOX | 5.3 |
| — | — | 4. | FIRST FIVE REVUE | Non-Net | 6:00- 7:00 | KWK | 5.3 |
| | | | **SUNDAY** | | | | |
| — | — | 1. | BASEBALL | Non-Net | 12:00-3:00 | WIL | 9.0 |
| — | — | 2. | BASEBALL, MISC. | Non Net | 2:00- 7:00 | KXOK | 6.0 |
| — | — | 3. | DORIS DAY | CBS | 6:30- 7:00 | KMOX | 5.8 |
| — | — | 4. | DECEMBER BRIDE | CBS | 6:00- 6:30 | KMOX | 5.8 |
| — | — | 5. | MEET MILLIE, DANCE ORK | CBS | 5:00- 5:30 | KMOX | 4.5 |
| — | — | 5. | OUR MISS BROOKS, SYNCOPATION | CBS | 5:30- 6:00 | KMOX | 4.5 |

*Based on 1950 U. S. Census of radio ownership and Sales Management 1952 estimate of families in the St. Louis metropolitan area, including St. Charles, St. Louis, Madison and St. Clair counties.

## UNION AND TV FILMS—3

# Growing Pains Deter Artist From Top Work

By EMELINE C. ROCHE

Rec. Secy., United Artists, Local 829, 234 W. 56th Street, New York 19

You ask, what do the scenic artists and designers hope to achieve in the TV field? Or, conversely, what can TV do for them? The answer is many-sided since the United Scenic Artists, Local 829, Brotherhood of Painters, Decorators and Paperhangers of America, AFL, today contains in its membership several varied groups of artists. Tha following sketeb may briefly suggest some answers:

By historical development the New York scenic artists were formed as an independent association in 1812, later becoming an affiliate union of the Painter's Brotharhood in the AFL, with jurisdiction on the Eastern seaboard and westward to the Central Stetes. For 10 years it was solely composed of a brilliant group of scenic paintera who contributed their great skill to the theater, here in New York and in the classic stock companies elsewhere, in terms of thaater production methods of their time.

By the early 20's theater atendards were changing, due to improving tecbnical facilities and a differing approach to play production; thus, the scenic designer's function, which does not necessarily include the skill for scenic painting, cama into being.

In 1922, the union had taken into membership its earliest designers, (in the modern sense) who extendad the field from scene peinting, per se, to the designing of physical theater productions as a whole. These early designer-members in conjunction with their scenic artist brothers covered the field of design and painting of settings, costume design and the quickly growing techniques of lighting which gave challenging three dimensional possibilities not present in the theater heretofore.

The continuing growth of the Union as today's production prectices evolved gave opportunity for eertain "specialists" in our membership who are primarily interested and skilled in individual faretsof theater production such as costume design and lighting, both of which, at best, are superbly subtle contributions to the over-all theatar picture. But our membership aiso includes, for various other reasons of evolution not gone into here, mural artists and diorema and display artiste who work in somawhat similar fields of visual production. Therefore, in the theaisr and allied fields a cycle of evolution and influence has been in progress for many years and, we believe, will be extended again in TV in the passage of time. The coming of TV with it's inevitable rellanee upon "scenery" found early employment of our members once the alectronic experts got beyond the probisms of transmitting the picture of an object from one room to the next. Interestingly enough, our scenic artists ware the first of our members to be called in, some 12 years ago, to assist TV's own evolution; men ingenious and skillful at creating at the drop of a hat and on a meager twofold screen a castle, a forest or a kitchen in behalf of the next experimental broadcast transmission.

And so, the electronic miracle of TV has already called upon most of the other skills of our membership, a scarce six years after it'a establishment on a commercial basis. But tha growth has been rapid, consequently somewhat chaotic and some of our earlier elearly drawn functions of the theater

(Continued on page 11)

## JUNKETS

# CBS, NBC to Fly Press To Hollyw'd

NEW YORK, Sept 20 — Between $40,000 and $75,000 are axpected to be spent on two elaborate press junkets to Hollywood now being set up by the Columbia Broadcasting System and the National Broadcasting Company in conjunction with the opening of their new TV pianta CBS will transport close to 100 newspapermen to the Coast to be on hend for the opening of TV City early in November. The trip will take three days.

The NBC-TV press clambaka will be held in co-operetion with tha General Electric small appliance division which is sphitting the cost. Idea is to let a selected group of about 45 newspapermen view the making of the Joan Davis film show which GE is to sponsor this fall over NBC-TV. While there, they can also look over the new NBC video operetion. This trip takes off October 9 and will be over b October 12. Young & Rubicam, the GE small appliance agency, is handling the deteils.

# NBC Prepares R. Frost Film

NEW YORK, Sapt. 20.—Following the extrevagant preise for ite recent 30-minute film visit with Bertrand Russell, the British philosopher, the National Broadcasting Company this week was in the midst of preparing a similar film of the notad Ameriren poet, Robert Frost. Shooting has just been completed at Frost's Ripton, Vt., home, and the film is about to enter the editing stege.

The film interview was conducted by Bele Karnitzer, author of "American Fathers and Sons." Producer again is Richard de Rochemont. No date for airing has been scheduled as yet.

# Pepsi Buys NBC Dramas

NEW YORK, Sept. 20.—Pepsi-Cois this week firmed up its negotiations with the National Broadcasting Company by signing to bankroll two 15-minute film dramas weekly. Shows go into the 7:15-7:30 p.m. time on Tuesday and Thursday, starting September 30. Titisd "Short-Short Drama," the films were produced by Bernard Prockter.

Each yarn is complete, and is geared to end with an unusual twist. Business was placed thru the Biow agency.

# First Half Of Coogan's Pic Finished

HOLLYWOOD, Sept. 20.—First 13 episodes in the "Cowboy G-Men" half-hour TV film series co-starring Russell Hayden and Jackie Coogan were completed this week by the Telemount-Mutuel Productions. Plans are now being mapped for an additional brare of 13 to round out the series' 26 islepix. United Artists is handling sales-distribution on tha "Cowboy" show. Series was produced by Henry J. Donovan and filmed in 16mm. commercisl Kodachroma.

Mutuel Productions, which reeently arquired telepix rights to more than 200 Jack London stories, will start shooting its third half-hour episode in a projected series of 26. Third in this series will be London's "House of Pride," co-starring Robert Hutton and Coleen Gray. Initial two pix featured such names as Lon Chaney Jr., Robert Lowery and Don Dafore, among others. Herbert Kline serves as director for the London telepix. As in the case of the first two, the third will be filmed in Mexico City. These are filmed on 35mm. bteck and white stock. According to Mutuel, a six-day shooting schedule is used as opposed to the usual two to three-day basis followed in TV film production in the U. S. According to a Mutuel spokesman, production budgets on the London shows range from $22,000 to $25,000 per half-hour film.

No affiliation has been concluded to sell or distribute the London series.

## THEATRICALS ON RISE

# Outlets Use More Pix In Plain Presentation

Theatrical films are playing an ever increasing role in TV station programing, The Billboard's survay of video stations reveals. For every station that has cut down the number of movie shows scheduled, four are carrying more feature films today than they were a year ago. Another handful have made no change in the number of movies used per week.

Stetions most prefer to get their theatrical films from tha distributor in full length form, as originally produced. There is, however, widespread acceptance of the idea of getting them in hour-long versions. Few stations saw any necessity of getting theatrical films in any other length.

The most effective vehicle for the presentetion of movie programs was found to be simply the use of an emsee to introduce the picture and give an outline of ite story. Many stations also like to use a man-and-gal team to host the show, but very few use a gal alone. More often than not the movie show is opened with a special film clip or slide giving the program name, accompanied by signature music or fanfare.

In general, the survey indicated, the presentation of movies tends to be quite gimmickless. The station people seem to feel that the film itself is the attraction and needs little dressing up.

Spot announrements have proven to be the best method of promoting feature films, the stations indicated. A second choice, but only about half as popular with the stetions, is newspaper advertising. There was also some interest in the use of ads in local TV program guides, but other means of promoting the movie shows were negligible.

This of course gore along with the ever increasing emphasis on on-the-air promotion in general. This is especially apt for theatrical films since trailers can so naturally be integrated into the plugs.

# Terry Starts Rolling at RKO

HOLLYWOOD, Sept. 20.—Production of "Terry and the Pirates" series starts rolling September 30 on the RKO-Pathe lot in Culver City. Canada Dry has signed to sponsor 18 half-hour episodes in the series. Dougfair Corporation, producers of the series, has concluded a long-term contract with John Baer, who ptays Terry. Pact covers both TV and theatrical films for Baer, who recently finished a feature role with Tyrone Power in "Mississippi Gambler" for Universal-International.

Part of "Hotshot Charlie" will be portrayed by William Tracy. Warren Lawis, associate producer of the series, will cast other principals next week. Law Landers and Arthur Pierson will alternate as directors. Official Films, Inc., serves as sales-distribution reps for Dougfair in this series and concluded the first-run sale with Canada Dry.

## ROBIN HOOD VIDEO

# Unique Finance Plan Backs Pilot Reel Seg

HOLLYWOOD, Sept. 20.—Pilot reel for the "Robin Hood" TV film series was completed this week, highlighting a unique financing and sales set-up for the production company. Firm is headed by Desmond Slattery, who in addition to ptaying the leading role in the series, raised money for the pilot by personally launching a Statewide stock sale. Slattery formed a California corporation two years ago and traveled thruout the State selling stock. Approximately $22,500 was raised to finance the pilot thru stock sale to around 200 shareholders. Company stockholders include Slattary, company Veepee Alan Hale Jr., who originally was intended to portray "Little John" in the series, and Secretary-Treasurer J. Byron Foster, who plays "Friar Tuck." Slattery estimated that 50 per eent of cast and crew hold stock in the Robin Hood Company.

With lensing compisted, Slattery expects editing and dubbing to be wound up and a finished print available by the time he reaches New York within a few weeks. In addition to raising coin for the series, serving as its produrer and playing the leading role, he also expects to serve as its salesman and promotion director. Four-minute trailer teken from the 27-minute pilot will be used by Slattery for promotional purposes.

Plan is for Slattery to teke the trailer with him on a swing around the TV markets. He intends to appear on the station in various markats as guest of a local show, at which time he will show his trailer. He will then call for letters expressing comment on the projected series. Idea is to ptey up need for clean adventure sans gore. He thinks reaction will be so expressive that he will be armed with convincing corrospondence to sway ad agencies when he reaches Gotham. Pilot was shot on 16mm. commercial Kodachrome.

## PIX SPREE

# Four Chicago TV Stations Schedule 83

CHICAGO, Sept. 20.—Chi go's four TV stations have gone on an unprecedented feature film binge. There are 83 features scheduled during the coming week. That is 67 more movies than are being shown in Loop theaters.

The surge in features was sparked by WENR-TV, which has gone all-out for films, scheduling them on Sunday morning, Saturday afternoons, week-day afternoons, before and after midnight, and winding up with a Saturday night triple feature, which is sold out. The American Broadcasting Company outlet here has chalked up 25 weekly feature film sales in the past few weeks.

Viewers have been sending in plenty of squawks to stations and newspapers about the length of commercials in movies, and about the high-pressure pitches. However, there has been little complaint about the age and quality of the pictures, and their ability of selling merchandise seems greater than ever.

# Packard Cases TV Webs for 'Rebound' Film

NEW YORK, Sept. 20.—Packard this week was talking with the TV networks about the possibility of programing the "Rebound" aired on a spot basis last season. The sponsor still is undecided whether to resume on the same basis or go network, and whether to air the show weekly or on alternate weeks.

At the conclusion of last season, Packard had some half-dozen "Rebound" films left. Reports are that enough additional films have been bought from Bing Crosby Enterprises to fill out a series of 13. Maxon is the agency.

# CBS-TV Wraps Up Alan Young

NEW YORK, Sept 20.—The Columbia Broadcasting System this week signed Alan Young to a new contract. CBS-TV will make a pilot film of a half-hour situation-comedy to star the comic for presentation to agencies latar in the year. Frank Cooper is his agent.

# TV FILM PURCHASES

The Coca-Cola Bottling Company of Buffalo has bought "The All American Game of the Week" from Consolidated Television Sales for showing over WBEN-TV, Buffalo, for 13 weeks. . . . CBFT, Montreal, has bought "Sports Parade" and "John Kieran's Kaleidoscope" from United Artists Television. UA-TV previously sold their "Telesports Digest" to CBLT, Toronto. . . . WCBS-TV, New York, has bought 20 theatrical films produced by Robert Lippert between 1948 and 1950. The pictures, which will be shown on the station's "Late Show" and "Early Show" beginning early next month, were obtained from Tele-Pictures, Inc. . . . CBS Television Film Sales this week announced the sale of "The Files of Jeffrey Jones" to WJBK-TV, Detroit, where it will be sponsored by the Floyd Ree Ford Dealers, and to The Scrutan Company for showing on WBTV, Charlotte, N. C. Both contracts are for 39 weeks. "Jones" has been sold in 15 markets so far. The CBS film division also recently sold "The Gene Autry Show" to WCCO-TV, Minneapolis, and "The Range Rider" to the Purity Baking Company, Chicago, for showing on KRLD-TV, Dallas.

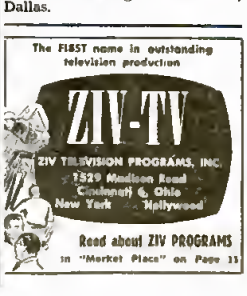
# QUICK TAKES

### New York

Sterling Television has taken over distribution of "Going Plaees With Gadabout Gaddis" outdoor adventure series. The 26 15-minute shows were produeed by Beacon Television Features. Thay heve been sold in four markets so far. . . . **Ivan Patrevitch**, president of Telenews Productions. . . . The first of the "Foreign Intrigue" programs to be filmed in Paris have been received by J. Walter Thompson Company from producer **Sheldan Reynolds** and will go on the air the beginning of next month. In an effort to get new faces and atmosphere into tha adventure series, Reynolds has been working out of the Post Parisienne Studios in Paris for the pest two months, the only exclusively TV-film producer in Paris.

### Hollywood

**Harold Young** of Ely Landau, Inc., planes back to New York Monday (22) to arrange filming there of another 13 weeks of "The Bill Corum Sports Show" and "The Passerby," a 15-minute soap opere. Young is due back here October 6 to begin production of two new Landau series, "C.I.D." and "The Outer World". . . **John Jay Franklin** has given the first 13 of his "Hawaiian Paredise" showa to William F. Broidy Productions for distribution. Franklin will begin filming the second 13 in the series October 15. The half-hour films are shot on location in color.

# THE BILLBOARD TV-Film Buying Guide

## • ARB Ratings of Non-Network TV Films

### and markets in which they are currently appearing

*Listed below are TV film series currently placed or available for placement on individual television stations. Only films in the program categories indicated on the chart are covered in this issue. Film series in other categories will be covered in the next three issues. When a show is appearing in a city for which the American Research Bureau issues individual reports, the show's ARB rating is given along with the ARB rating of the previous show and the shows on opposition stations at the same time. An asterisk after the name of a city indicates that for one reason or another the program was not telecast in that city during the last ARB reporting period. Two asterisks indicate that American Research Bureau does not currently report on those cities individually.*

| Series Name | Length in Minutes | No. Episodes Available | ARB Ratings |
|---|---|---|---|

**MYSTERY**

**Big Town . . . . 30 . . . 26 . . . .**

Dist.: United Television Programs, Inc.
CURRENTLY SHOWING IN: Brownsville, Dallas-Fort Worth, Greensboro, Houston, Huntington, Miami, Norfolk, Providence, Phoenix, San Diego, Seattle.**
ALSO CURRENTLY SHOWIND VIA CBS-TV NETWORK.

**Boston Blackie . . . . 30 . . . 78 . . . .**

Dist. Ziv Television Productions
BALTIMORE (3 stations)
WBAL, 10:30-11, Sun.
Aug. ARB Rating ..... 22.9
ARB Rating of
Prec. Show: Summer Theater ..... RD 4
Opposition Shows: 10:30-11:
WMAR—The Big Question, Spotlight Revue ..... 4
WAAM—What's My Line ..... D.B
CHICAGO (4 stations)
WBKB, 4:30 10, Thurs.
Aug. ARB Rating ..... 32.1
ARH Rating of
Prec. Show: Racket Squad ..... 35 B
Opposition Shows: 9:30 2N:
WNBQ—Ask Me Another ..... 6.7
WENR—Dr. Fixum ..... 4.6
WGN—I've Got a Secret ..... 7.5
CINCINNATI (3 stations)
WLWT, 7:30-8, Thurs.
Aug. ARB Rating ..... 23.0
ARB Rating of
Rrec. Show: Best of Groucho ..... RD 9
Opposition Shows: 7:30-8:
WCPO—Chance of a Lifetime ..... 20 N
WKRC—Ames 'n' Andy ..... 16 9
COLUMBUS (3 stations)
WBNS, 9-9:30, Fri.
Aug. ARB Rating ..... 25.0
ARH Rating of
Prec Show: Police Story ..... 33 8
Opposition Shows, 4-4:30:

**Cases of Eddie Drake . . 30 . . . 13 . . . .**

Ist., CBS Television Film Sales
Currently Showing in Nashville.**

**Craig Kennedy, Criminologist . . 30 . . . 26 . . . .**

Dist.: Louis Weiss and Company
CURRENTLY SHOWING IN: None.

**Files of Jeffery Jones . . 30 . . . 39 . . . .**

Dist. CNS Television Film Sales
CHICAGO (4 stations)
WBKB, 4:30 10, Sat.
Aug. ARB Rating ..... 9.6
ARB Rating of
Prec. Show: Roller Derby ..... 7.0
Opposition Shows: 9:30-10:
WNBQ—Assignment Manhunt ..... D B
WENN—Tri-State Theater ..... 5 N
WGN — Wrestling ..... 12 1
DETROIT (3 stations)
LOS ANGELES (7 stations)
KNXT 9:30-10, Mon.
Aug. ARB Rating ..... 9.5
ARB Rating of
Prec. Show: My Little Margie ..... 10.8
Opposition Shows, 4:30-10:
KNBH — Wrestling ..... 2.4
KTLA—Thrill Feature ..... 8 0
KECA—Film ..... 9-8
KHJ—Baseball ..... 1N 9
KTTV—Wrestling ..... 17.0
KLAC—Million Dollar Movie ..... 8 4
SAN FRANCISCO (3 stations)
ALSO CURRENTLY SHOWING IN: Charlotte, Louisville, Nashville, Pittsburgh, Rochester, Syracuse, Utica.**

**Front Page Detective . . 26½ . . 39 . . . .**

Dist.: Consolidated Television Sales
Baltimore (3 stations)

### WARNING • WARNING • WARNING

**Check distributor for availability. Any of the films listed here may be available in the immediate or near future, regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.**

WLWC—Greatest Fights, Sports ..... 3 7
WTVN—Cavalcade of Stars ..... 1N 7
DAYTON (2 stations)
WHIO, 8-8:30, Tues.
Aug. ARB Rating ..... 13.4
ARB Rating of
Prec. Show: Keep Posted ..... 6.2
Opposition Shows 8-8:30:
WLWD—Boss Lady ..... 13 4
DETROIT (3 stations)
WJBK, 9:30-10 Thurs.
Aug. ANB Rating ..... 40 4
ARB Rating of
Prec. Show: Racket Squad ..... 33.0
Opposition Shows: 9:30-10:
WWJ—Ask Me Another ..... B.6
WXYZ—Dr. Fixum, Your Own Home ... .4
LOS ANGELES (7 stations)
KNBH, 9-9:30, Sun.
Aug. ARB Rating ..... 13 1
ANB Rating of
Prec. Show: Big Payoff ..... 15.1
Opposition Shows: 9-10:
KNXT—Town of the Town ..... 11.6
KTLA—Bandstand Revue ..... 15.6
KECA—Movie Time ..... R.6
KHJ—Off the Air
KTTV—Chevrolet Feature, Koria Pandit 8 1
KLAC—Horace Heidt .... ..... 7 4
PHILADELPHIA (3 stations)
WCAU, 10 30-11, Tues.
Aug ARB Rating ..... 20.6
ARH Rating of
Prec Show: Ranger ..... 2N D
Opposition Shows 10:30-11:
WPTZ—Original Amateur Hour, Tuesday Night Playhouse ..... 14.4
WFIL—RAL Fights .. ..... 1.3.
WASHINGTON (4 stations)
WNBW 10:30-11, Mon.
Aug. ARB Rating ..... 11.1
ARH Rating of
Prec Show: Robert Montgomery ..... 19.1
Opposition Shows, 10:30-11:
WTTG—Boxing, Ringside Interviews.... 10 7
WTOP—Summer Theater ..... 12 6
WMAL—WMAL-TV Playhouse ..... 5 N
ALSO CURRENTLY SHOWIND IN: Atlanta, Binghamton, Birmingham, Bloomington, Grand Rapids, Charlotte, Dallas-Fort Worth, Houston, Huntington, Indianapolis, Jacksonville, Kalamazoo, Lansing, Memphis, Miami, Minneapolis-St. Paul, New Haven, New Orleans, Oklahoma City, Omaha, Phoenix, Pittsburgh, Providence, Richmond, St. Louis, Syracuse, Toledo, Utica.**
WMAR, 10:30-11, Thurs
Aug. ARB Rating ..... 26.4
ARB Rating of
Prec. Show: Racket Squad ..... 37.0
Opposition Shows: 3N 30-11:
WBAL—Star Discovery Time ..... 2 B
WAAM—I've Got a Secret ..... 9.R
LOS ANGELES (7 stations)
KTTV, 8-8:30, Mon.
Aug. ARB Rating ..... 7.9
ARB Rating of
Prec. Show: Bar 11 Ranch ..... 2.8
Opposition Shows 8-8:30:
KNXT—CNS News, Eddy Arnold ..... 1 4
KNBH—Quiz Kids ..... 4.8
KTLA—Olsie Showboat ..... 12 B
KECA—You Asked for It ..... 21 4
KHJ—Name of Song, Baseball..... 7.7
KLAC—Million Dollar Movie ..... 7.3
NEW YORK (7 stations)
WABD, 9:30-10, Fri.
Aug ARB Rating ..... 7.5
ARB Rating of
Prec. Show: Life Begins M AB ..... 6.7
Opposition Shows, 9:30 10:
WCBS—Footlight Theater ..... 9 3
WNBT—Campbell Playhouse ..... N.B
WJZ—Tales of Tomorrow ..... 7 5
WOR—Baseball ..... 14.8
WPIX—Baseball ..... B.3
WATV — Wrestling ..... 3.3
PHILADELPHIA (3 stations)
WCAU, 7-7:30, Mon.
Aug ARB Rating ..... 11.6
ARB Rating of
Prec. Show: TV News ..... 5.3
Opposition Shows. 7-7.30:
WPTZ—Up to Pace ..... 1.0
WFIL—George Walsh, News & Weather 4 2
ALSO CURRENTLY SHOWIND IN: Huntington, Johnstown, Minneapolis, San Diego.**

**Hollywood Offbeat . . . . 30 . . . 13 . . . .**

Dist.: United Television Programs, Inc.
BOSTON (2 stations)
WBZ, 11-11 50, Sat.
Aug. ARB Rating ..... 16.0
ARB Rating of
Prec. Show: Assignment Manhunt ..... 17.6
Opposition Show: 11-11:30.
WBAC—Wrestling, Sports Spot ..... 15.6
COLUMBUS (3 stations)
WLWC, 10:15-10:45, Wed.
Aug ARB Rating ..... 11.0
ARB Rating of
Prec Show: 3 City Final ..... 10 N
Opposition Shows: 2N:15-10:45:
WTVN—Golden Theater ..... 10.6
WBNS—Spotlight Revue,
Telesports Digest ..... 1.7
DAYTON (2 stations)
WLW-D, 10:15-10:45, Wed.
Avg ARB Rating ..... 14.6
ANB Rating of
Rrec Show: 3 City Final ..... 16 9
Opposition Shows: 1N:15-1N 45:
WHIO—Film, Frozen Freshness ..... 1.1
DETROIT (3 stations)
WXYZ, 4 4 30, Tues.
Aug ARB Rating ..... 18.7
ARH Rating of
Prec Show: At Arthur Murray's ..... 8.2
Opposition Shows: 9-9 30:
WJBK—Election Party, Film ..... 4.2
WWJ—Original Amateur Hour ..... 20 0
LOS ANGELES (7 stations)
NEW YORK (7 stations)
WOR, 8 0 30 Thurs.
Avg ARB Rating ..... 5 8
ARB Rating of
Prec Show: Lone Ranger ..... 12.5
Opposition Shows, 8-8 30:
WCBS—Al Pearce Show ..... 4 2
WNBT—Best of Groucho ..... 23 N
WABD—Operation Information ..... 3 3
WOR—Broadway TV Theater ..... 2 9
WRIX—Day With the Giants, Baseball.. 3.1
WATV—Car Fair ..... .4
SAN FRANCISCO (3 stations)
KPIX 10-10 30, Sat.
Aug ARB Rating ..... 7.1
ARB Rating of
Prec Show: East Side Kids ..... 1N 4
Opposition Shows: 10-10:30
KRON—Home Theater ..... 20 2
KGO—Weekly Preview ..... 5.0
ALSO CURRENTLY SHOWING IN: Bloomington Charlotte, Dallas-Fort Worth, Indianapolis, Kansas City, Lansing, Milwaukee, Minneapolis, Nashville, Omaha, Pittsburgh, Rock Island, Salt Lake City, San Diego.**

**Meet the Victim . . . . 15 . . . 13 . . . .**

Dist., Sterling Television Co., Inc.
CURRENTLY SHOWING IN: Johnstown, Grand Rapids, Indianapolis, Pittsburgh.**

**Public Prosecutor. 12-45 & 17½ . . 26 . . . .**

Dist.: Consolidated Television Sales
CURRENTLY SHOWING IN: Atlanta, Miami, Minneapolis-St. Paul.**

**Scotland Yard . . . . . 30 . . . 13 . . . .**

Dist.: Du Mont Television Network
CURRENTLY SHOWING IN: None

**TRAVEL**

**Fitapatrick Travelogues . . 15 . . . 26 . . . .**

Dists: Sterling Television Co., Inc.
CURRENTLY SHOWING IN: Davenport, Memphis.**

**It's a Small World— Burton Holmes . . . . 30 . . . 26 . . . .**

Dist., Major TV Productions
CURRENTLY SHOWING IN. None.

**DRAMA**

**American Wit and Humor . . 30 . . . 8 . . . . .**

Dist.: The Merch of Time
CURRENTLY SHOWING IN: None

**Counterpoint (Rebound) . . 30 . . . 26 . . . .**

Dist.: United Television Programs, Inc.
CURRENTLY SHOWING IN: Pittsburgh**

## Next Week:

ARB ratings and current distribution of TV films in the following program categories:

- WESTERN
- DOCUMENTARY
- QUIZ
- RELIGIOUS
- MISCELLANEOUS

## • TV Station Film Buyers Pick

***Outstanding films (not produced specifically for TV) shown on local stations last week, as selected by the stations TV film buyers and reported in Billboard's weekly survey.***

### THEATRICAL

| | | | |
|---|---|---|---|
| AGAINST THE WIND<br>*Unity Television Corp., 1501 Broadway, New York* | Adventure | 16mm | Feature |
| BLACK ABBOT<br>*M & A Alexander, 6040 Sunset Blvd., Los Angeles* | Drama | 16mm. | Feature |
| CHINESE BUNGALOW<br>*Du Mont Network, Film Dept., 515 Madison Ave., New York* | Dramn | 16mm. | Feature |
| CRIME, INC<br>*Motion Pictures for Television, 655 Madison Ave., New York* | Adventure | 16mm | Feature |
| CROOKED WAY<br>*Television Exploitations, 1456 Broadway, New York* | Adventure | 16mm. | Feature |
| DIVORCE<br>*Motion Pictures for Television, 655 Madison Ave., New York* | Drama | 16mm | Feature |
| THE EAGLE<br>*Hygo Television, 60 W 46th St., New York* | Adventure | 16mm | Feature |
| ETERNALLY YOURS<br>*Motion Pictures for Television, 655 Madison Ave., New York* | Comedy | .16mm | Feature |
| GALLANT POOL<br>*Motion Pictures for Television, 656 Madison Ave., New York* | Western | 16mm | Feature |
| HALFWAY HOUSE<br>*Du Mont Network, Film Dept., 515 Madison Ave., New York* | Drama | 16mm. | Feature |
| MAD INTRUDER<br>*Quality Films, Inc., 1040 N. Los Palmas, Los Angeles* | Drama | 16mm. | Feature |
| MAN IN THE IRON MASK<br>*Peerless Productions, Inc., 720 7th Ave., New York* | Drama | 16mm | Feature |
| MEET JOHN DOE<br>*Motion Pictures for Television, 666 Madison Ave., New York* | Drama | 16mm | Feature |
| MOON AND SIXPENCE<br>*Standard Television Productions, Inc., 307 S. Hill St., Los Angeles* | Drama | 16mm | Feature |
| OPEN CITY<br>*Motion Pictures for Television, 656 Madison Ave., New York* | Dramn | 16mm | Feature |
| PAROLE, INC<br>*Motion Pictures for Television, 655 Madison Ave., New York* | Drama | 16mm | Feature |
| SCARLET LETTER<br>*Du Mont Network Film Dept., 515 Madison Ave., New York* | Drama | 16mm | Feature |
| SMALL TOWN BOY<br>*Olio Video, 20 E. 42d St., New York* | Comedy | 16mm. | Feature |
| SUNBONNET SUE<br>*Motion Pictures for Television 655 Madison Ave., New York* | Musical | 16mm | Feature |
| VIOLENCE<br>*Motion Pictures for Television, 656 Madison Ave., New York* | Mystery | 16mm | Feature |
| WOMAN WHO CAME BACK<br>*Motion Pictures for Television, 656 Madison Ave., New York* | Drama | 16mm | Feature |

### OTHER

| | | | |
|---|---|---|---|
| A STITCH IN TIME<br>*The Venard Organization, Peoria, Ill* | Educational | 16mm | Feature |
| 4-H HEADLINES<br>*The Venard Organization, Peoria, Ill* | Documentary | 16mm. | Feature |
| GHOST TOWN OF THE DAKOTAS<br>*Simmel-Meservey, 321 S. Beverly Drive, Beverly Hills, Calif* | Documentary | 16mm | Series |
| GOVERNMENT IS YOUR BUSINESS<br>*The Christophers, 16 E 46th St., New York* | Educational | 16mm. | Feature |
| HOLIDAY IN BERMUDA<br>*William P Wolfe Organization, 500 5th Ave., New York* | Travel | 16mm. | Feature |
| MOZART METROPOLITAN QUARTET<br>*Official Television, 25 W 45th St., New York* | Musical | 16mm. | Feature |
| PROSPECTING FOR PETROLEUM<br>*Shell Oil Co., 624 S Michigan Ave., Chicago* | Educational | 16mm | Feature |
| STRANGE INTERVIEW<br>*General Motors, 3044 W Grand Blvd., Detroit* | Educational | 16mm. | Feature |
| TELEPHONE AND THE FARMER<br>*U S. Dept of Agriculture, Oklahoma A & M College, Stillwater, Okla* | Documentary | 16mm | Feature |
| THAT INSPIRING TASK<br>The Venard Organization, Peoria, Il | Educational | 15mm | Feature |
| THE TRAIN<br>*Films of the Nations, 62 W 45th St., New York* | Musical | 16mm. | Feature |
| WINOS TO IRELAND<br>Pan American Airlines, 300 N Michigan Ave., Chicago | Documentary | 16mm | Feature |

| Series Name | Length in Minutes | No. Episodes Available | ARB Ratings |
|---|---|---|---|

**Electric Theater . . . . 26 . . . 13 . . . .**

Dist. Stuart Reynolds Productions
CURRENTLY SHOWING IN: Atlanta, Binghamton, Birmingham, Bloomington, Dallas Fort Worth, Des Moines, Erie, Grand Rapids, Indianapolis, Johnstown, Kalamazoo, Lancaster, Lansing, Louisville, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, New Haven New Orleans, Norfolk, Phoenix, Providence, Richmond, Rochester, Salt Lake City, San Diego, St. Louis, Schenectady, Seattle, Syracuse, Toledo, Utica, Wilmington.**

**Guild Theater . . . . 26 . . . 30 . . . .**

Dist.: Guild Films, Inc.
CURRENTLY SHOWING IN: None

**Hollywood Half Hour . . 30 . . . 13 . . . .**

Dist. Consolidated Television Sales
CURRENTLY SHOWIND IN: Houston Phoenix, Milwaukee.**

**Invitation Playhouse . . 26 . . . 15 . . . .**

Dist.: Guild Films Inc.
LOS ANGELES (7 stations)
SAN FRANCISCO (3 stations)
ALSO CURRENTLY SHOWING IN: Buffalo, Kansas City, Pittsburgh.**

**The Jonathan Story . . . . . 15 . . 52 . . . .**

Dist.: Sterling Television Co., Inc.
CURRENTLY SHOWING IN: None

**Little Theatre . . 15 . . . 39 . . . .**

Dist.: Tee Vee Company
CHICAGO (4 stations)
DETROIT (3 stations)
ALSO CURRENTLY SHOWING IN: Bloomington, Denver, Erie, Grand Rapids, Greensboro, Indianapolis, Johnstown, Kansas City, Milwaukee, Nashville, Pittsburgh, Rochester, Salt Lake City.**

**Pulse of the City . . . . 15 . . . 13 . . . .**

Dist.: Telescene Film Production Company
CURRENTLY SHOWING IN: Indianapolis, Johnstown, Memphis, New Haven, Pittsburgh, Providence, Schenectady.**

| Series Name | Length in Minutes | No. Episodes Available | ARB Ratings |
|---|---|---|---|

**Royal Playhouse . . 30 . . 52 . . . .**

Dist.: United Television Programs Inc.
CURRENTLY SHOWING IN: Charlotte, Davenport, Grand Rapids, Houston, Kansas City Louisville, Milwaukee, New Haven, New Orleans, Phoenix, Pittsburgh, Richmond, San Diego, Tulsa.**

**Strange Adventure . . 15 . . . 52 . . . .**

Dist. CNS Television Film Sales
LOS ANGELES (7 stations)
SAN FRANCISCO (3 stations)
ALSO CURRENTLY SHOWING IN: Denver, Kansas City, Miami, Seattle.**

**Televideo Theater . . 26 . . . 13 . . . .**

Dist. Stuart Reynolds Productions
CURRENTLY SHOWING IN: Baltimore Boston, Chicago Cincinnati, Cleveland, Dayton, Detroit, Los Angeles New York, Philadelphia, Washington, D.C.
ALSO CURRENTLY SHOWING IN: Binghamton, Buffalo, Erie, Lancaster Milwaukee, Minneapolis-St. Paul, Pittsburgh, Providence, San Francisco Schenectady.**

**This Is the Story (Historical) . . 15 . . . 78 . . . .**

Dist.: Merton Television Productions, Inc.
LOS ANGELES (7 stations)
KECA, 6 30-6 45, Tues & Thurs.
Aug ARB Rating (Average) ..... 1.5
ABH Rating of
Prec. Show: Adventure Time ..... 2.1
Opposition Shows, 6 30-6 45:
KNXT—Watch and Win, Amateur Boxing ..... 9.0
KNBH—Kennedy Klub ..... 3.3
KTLA—Time for Beany ..... 33.5
KHJ—Action Theater ..... R.6
KTTV—Bill Welch Sports News, Eisenhower ..... 5.2
KLAC—Ed Lyons ..... .6
ALSO CURRENTLY SHOWIND IN: Davenport, Dallas, Fort Worth, Indianapolis, Kansas City, Milwaukee, Salt Lake City, San Antonio, San Francisco, Seattle.**

| Series Name | Length in Minutes | No. Episodes Available | ARB Ratings |
|---|---|---|---|
| **MUSICAL** | | | |
| **Ballets** | | | |
| **De France** | 15 | 26 | |
| Dist.: The March of Time<br>CURRENTLY SHOWING IN: None | | | |
| **Concert Hall** | 15-30 | 62 | |
| Dist.: Sterling Television Co., Inc.<br>CURRENTLY SHOWING IN: Richmond** | | | |
| **Enchanted Music** | 30 | 13 | |
| Dist.: Sterling Television Co., Inc.<br>CURRENTLY SHOWING IN: None | | | |
| **Holiday in Paris** | 30 | 13 | |
| Dist.: CBS Television Film Sales<br>LOS ANGELES (7 stations)<br>KNXT, 7:30-8, Tues<br>Aug. ARB Rating ..... 17<br>ARB Rating of<br>Prec. Show: Danger ..... 6.1<br>Opposition Shows, 7:30-8:<br>KREH—Film, Camel News Caravan ..... 3.5<br>KTLA—Movie Theater ..... 8.1<br>KECA — Beulah ..... 11.6<br>KHJ—Harlem Jubilee ..... 3.3<br>KTTV—Tile Gulzar ..... 5.6<br>KLAC—Film Playhouse ..... 3.9<br>ALSO CURRENTLY SHOWING IN: Davenport, | | | |
| **Music of the Masters** | 30 | 13 | |
| Dist.: Screen Gems, Inc.<br>CURRENTLY SHOWING IN: None | | | |
| **Musical Sketchbook** | 60 | 9 | |
| Dist.: Major TV Productions<br>CURRENTLY SHOWING IN: None. | | | |
| **Old American Barn Dance** | 30 | 26 | |
| Dist.: United Television Programs, Inc.<br>CURRENTLY SHOWING IN: Atlanta, Binghamton, Charlotte, Birmingham, Bloomington, Greensboro, Huntington, Indianapolis, Jacksonville, Memphis, Minneapolis St. Paul, Nashville, Oklahoma City, St. Louis, San Antonio, Syracuse, Toledo, Tulsa** | | | |
| **Telescriptions Library No. 1 & 2** | 2 | B00 | |
| Dist.: Snader Telescriptions<br>CURRERTLY SHOWING IN: Baltimore, Chicago, Cincinnati, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington.<br>ALSO CURRENTLY SHOWING IN: Atlanta, Charlotte, Davenport, Houston, Kansas City, Lancaster, Memphis, Minneapolis St. Paul, New Orleans, Norfolk, Pittsburgh, San Antonio, San Diego, Schenectady, St. Louis.** | | | |
| **TV Disk Jockey Toons** | 3 | 60 | |
| Dist.: Screen Gems, Inc.<br>CURRENTLY SHOWING IN: Boston, Chicago, Columbus Dayton, Detroit New York, Philadelphia, Toledo, Washington.<br>ALSO CURRENTLY SHOWING IN: Atlanta, Charlotte, Nashville, Toledo** | | | |
| **The Vienna Philharmonic Orchestra** | 15-30 | 13 | |
| Dist.: CBS Television Film Sales<br>CURRENTLY SHOWING IN: New Orleans** | | | |
| **The World's Immortal Operas** | 30 | 7 | |
| Dist.: CBS Television Film Sales<br>CLEVELAND (3 stations) | | | |

# TV Freeze Total at 60; FCC Puts Okay on Seven

WASHINGTON, Sept. 20.—Total of post-freeze TV grants rose to 60 this week as the Federal Communications Commission issued seven more construction permits for commercial TV stations and one more educational TV CP. All of the new commercial CP's are for UHF stations, while the new educational TV grant goes to the board of regents in New York State for the sixth in a network of regents educational TV stations, bringing the total number of educational TV station grants in the nation to nine.

The new commereal CP's were issued as follows: Mountain States Television Corporation, Denver, Channel 20; Capital Broadcasting Company, Montgomery, Ala., Channel 20; Little Rock Teleeasters, Little Rock, Channel 17; McClatchy Broadcasting Company, Fresno, Calif., Channel 24; Radio Columbia, Columbia, S. C., Channel 25, Palmetto Radio Corporation, Columbia, S. C., Channel 67, and Radio Roanoke, Inc., Roanoke, Va., Channel 27.

The grant for a sixth station on the New York State Board of Regents educational TV web went to Syracuse, operating on UHF Channel 43. Other grants to the regents board in that State have gone to Albany, Buffalo, Rochester, New York City and Binghamton. Commissioners Webster and Sterling dissented from the latest regents grant as they did from earlier ones on the ground that sufficient financial showing hasn't been made. Commissioner Sterling in his dissent warned against establishing a "dual standard" under which commercial applicants must be amply supported by funds while educational TV-ers need simply make a "showing" that funds for construction of noncommereial educational stations are being justified in a municipal or State budget." Sterling said that if the dual standard is to be used, Congress should be asked to make it legal, and he wryly added in connection with educational TV financial promises, "As everyone knows who has had experienre in budgeting, there is many a slip 'twixt the cup and the lip.' "

**ADMEN** of every kind ENDORSE **THE BILLBOARD** as a top selling force

# Union and TV Films—3

• *Continued from page 9*

have become less clearly defined in the newer medium

Yet, this medium is presently confined to black and white ceproduction, whereas the possibilities apparent when "color" is the sine qua non are almost unlimited. Due to increasing demands for varying backgrounds in spectacular quantity each week, whether live or filmed TV, our scenic artists will once again have recourse to a variety of painting techniques which in the theater itself, are very nearly dormant

Under the steadying influence of a stable activity he looks to the future in TV for a kind of rennalssance of many of the painting teehniques of whicb his father was a master We will be hard put to it to find and educate the artists who must follow the fine craftsmen of another day who under the attrition of time are fast leaving the scene. The intelligent use of pbotographic tecbniques in no wise will reduce the over-all need for scenic painting of an increasingly high quality.

The scenic designer in TV looks to the day when his legitimate function will be less departmentalized in a pigeon-hole type organization with consequent division of responsibility than it is today, in the networks especially. For another thing adequate script material and production meetings far too often are coming far too late for the best designing or even the best economical designing and execution of a production The visual picture on the TV screen is the designer's prime responsibility, yet in the networks at present, several people with overlapping functions are supposed to "assist" him in the interests of efficiency and a theocetically reduced work-load As a result some of the mish-mash rrsults are a credit to no one.

The designer in reality is the key man and he must have authority to co-ordinate the visual phases by supervising component details as ha does in the theater. The present situation is the result of rapid growth of the medium, the production time element involved and in part to unfamiliarity with what are basically theater techniques by production personnel many whom are themselves greduates of the utterly differing production metbods of the radio industry.

Advertising agencies' "package shows" with a free lance designer centrelly responsible are obtaining generally superior results due, not necessarily, to the ability of the designer but to the working method. The fact, often overlooked, is that a designer is primarily a planner with a very prectire! point of view, and when he expedities his own work his shows can cost less, not look like factory assembly line jobs but have an artistic quality, even in the case of low budget shows. Industrial manufacturers long ago learned the designer's value to them for everything from electric irons to railroad trains, and at least two of the country's leading industrial designers are still among our fellow members.

TV in time will develop its own designers perhaps, but it stands to reason that the designer in TV at present has scarcely begun to do the work of which he is capable But he is not as yet sufficiently in command of his own province, nor is he being called upon for all that he can contribute. For instance, our members, who have an understanding of creative thcee dimensional lighting will undoubtedly be called in more and more to collaborate with the director and engineers. "Flat lighting" in TV will give way to more intelligent use of even better equipment exactly as it did in the theater and movies, to the point where today bad lighting is a source of derogatory comment in either medium.

Schematic lighting is a part of our designers' technical knowledge and in both cases cited his ideas were the motivating factors, but in TV to date this knowledge hasn't been utilized as much as it could be. Indeed, it has been to some extent resisted, ' his has been partly due to the designer's own fault and partly, even legitimately, due to technical requirements for eleetronic transmission lying beyond his scope

Any three looks a. a lot of TV shows will suggest the future improvement to be made in costuming which today is boggled down more often than it should be in a welter of unhappy speed, unhappy compromises, unhappily mediocre results Only a small portion of our talented members are engaged in TV, and they have been working against the same repid growtli and feeble organization prevailing elsewbere in tbe industry.

Yet we comprise many of the greatest names from the high-styled coutourier field and the spectucularly imaginative fields of ballet, drama and musical extravaganza, together with many othera less well-known who ace more than competent to produce better results when organizational or cross-jurisdictional problems evolve a little further.


# THE MARKET PLACE for TELEVISION FILM INDUSTRY

The National Weekly Exchange for Films Suitable for TV Programing

★ CLASSIFIED ADVERTISING ★

## Adventure

**This Is the Story**—TV and AM combination offer; priced right. Merton Prod., 360 N. Michigan Ave., Chicago

**13 half-hour shows, "Benfrow of the Royal Mounted."** James Newill as Sergeant Renfrew. Write M. and A. Alexander, 6040 Sunset Blvd., Hollywood, Calif.

## Adventure-Mystery

TV's greatest combination super-sleuth super-salesman

"BOSTON BLACKIE"

starring

Kent Taylor as "Blackie" Lois Collier as "Mary" Frank Orth as "Faraday"

and an all-star supporting cast!

Each half-hour program a complete episode planned for 3 full-length commercials

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road, Cincinnati 6, Ohio
New York Hollywood

**39 International Feature Films. Intrigue,** drama action in these pictures. Top package available. You may yet have first run in your market. Atlas TV Corp., 15 West 44 St., New York, N. Y.

**The TV series that will keep your audience** SPELL BOUND and "SELL"-BOUND

"THE "UNEXPECTED"

Each half-hour program a complete original story where FATE writes the "Unexpected" ending!

Every week a new cast of top Hollywood actors 5 sponser identifications including 3 full-length commercials

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road
Cincinnati 6 Ohio
New York Hollywood

## Children's

"Loaded with clever merchandising angles" says BILLBOARD about

ADVENTURES OF BLINKEY

—a new low-budget 15-minute marionette adventure combining live action. Backed by a solid promotion program, including personal appearance tours radio versions, etc. Our characters do your commercials

Your Cost—75% of Class C Time
Telecast Any Time

For availabilities and complete details write Blinkey Productions, 159 W. 49th St., New York City

**Now Available — 26 episode, top rated** Marshall Field "Uncle Mistletoe" puppet show. Kline Studios, Chicago Hollywood, New York.

## Commercials

**Five Star Productions features "You Set the Budget"** TV commercials. Write for brochure. Five Star Productions, 6530 Sunset Blvd., Hollywood, Calif.

**TV Commercials by Sarra write sales success** stories for many of the country's leading advertisers, Stopette Deodorant & Poof Body Powder for example. Among Sarra's recent releases are live action spots for Pacific Mills and National Biscuit Co. Let Sarra create the TV commercials that will sell your product Inc. Sarra, Inc., New York, 200 East 56 St., Chicago, 16 East Ontario St.

## Feature Films

**Alexander Korda Features—18 new feature** length films, finest British product. Snader Telescription Sales, Inc., 328 So. Beverly Dr., Beverly Hills, Calif.

**Exclusive Masterpiece Pictures available** Write Masterpiece Productions Inc. 45 W. 45th St., New York N. Y.

For the best in Features, Westerns, Shorts
UNITY TELEVISION
Serials Dramas Musicals Comedies, Cartoons Sports and many others—contact 1501 Broadway, N. Y. 36, N. Y.

## Film Processing

FAST TV SERVICE

16mm S.D.F., Color or Black & White duplicating and printing. Top quality fast service SATISFACTION GUARANTEED

HOLLYWOOD-VALLEY FILM LABS., INC.
12522-B Ventura Blvd. Studio City, Calif.

**"Peer-Bene" conqoers shrinkage in old** films, makes them usable revenue-producing. Write Peerless Film Processing Corp., 165 W. 46th St., New York.

TV SOUND OF BROADCASTING QUALITY

Specialists in sound control for TV reproductions and kinescopes

PRECISION FILM LABORATORIES
21 W. 46 N. Y. C.

## Miscellaneous

AUDITION PRINTS

Available for Lewis Carrol's "Danny and the Snark," "Ghost Towns of the West," "Isles of Mystery and Romance" and "Yesterday's World Today." Write

SIMMEL MESSERVEY
321 So. Beverly Dr. Beverly Hills, Calif.

BERNARD GIBAUD
RICHARD J. DONOVAN
New York—Beverly Hills—Nice

For the First Time on Television
The Eagerly Awaited NEW
MARCH OF TIME

To appear during the first week in October in 56 television markets. A few cities still available. Call or write for more information. The March of Time, 369 Lexington Ave., New York 17, MUrray Hill 6-1212.

"FAMOUS PLAYHOUSE"

GREAT STARS ORIGINAL STORIES

Over 140 audiences building half-hour shows in all categories

Revue Productions, Hollywood, Calif.
distributed by
MCA—TV LTD.

Distributors of America's finest TV shows for local advertisers!

598 Madison Ave., New York City

And offices in Beverly Hills, Chicago, Cleveland, Dallas, Boston, Detroit, Minneapolis, San Francisco.

For Quality TV Film Production
IMPPRO Productions, Inc.
Hal Roach Studios—Culver City, Calif.

**Just off the press—Complete catalog** TV films available starting spring '52-'53. Atlantic TV Corp., 130 W. 46 St., N.Y. 36, N.Y.

## News

TELENEWS—INS

Complete TV News Service, daily film release, news-wire service, spot news stills. Robert H. Reid International News Service, 235 East 45th Street, N.Y.C. MU 7-8900.

For Washington Coverage
Sound or Silent
BYRON MOTION PICTURES
1226 Wisconsin Avenue
Washington, D. C. DU 1800

## Services

**BMI Television Sketch Book Working** scripts for song presentation available every month. Producers & Directors Write BMI, 580 5th Ave., N. Y. C.

## Sports

**Sportsman's Club: 15 minutes exciting** fishing-hunting adventures, featuring Dave Newell. 52 units. Syndicated Films, 1022 Forbes St., Pittsburgh, Pa.

## Western

America's greatest salesman with a sensational record sales

"THE CISCO KID"

"O. Henry's Famous Robin Hood of the Range"

starring Duncan Renaldo as "Cisco" and Leo Carrillo as "Pancho"

supported by a top-notch Hollywood cast. 3 full-length commercials on each half hour weekly program

ZIV TELEVISION PROGRAMS, INC.
1529 Madison Road
Cincinnati 6 Ohio
New York Hollywood

You Sponsor
An American Legend
When You Sponsor
HOPALONG CASSIDY

Fifty-two brand-new HOPPY adventures are now going on film exclusively for NBC for the next two years. These half-hour TV films will be available for local sponsorship AT LOCAL COST

Find out more about HOPPY—the man with the national Nielson average of 32.8—get in touch now with

NBC FILM PROGRAMS
30 Rockefeller Center
New York 20, N. Y.

*Your key to*
**SALES RESULTS—**
*the advertising columns of*
**THE BILLBOARD!**

# ADVERTISING RATES

**● REGULAR-CLASSIFIED**

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold. Balance 6 pt. light.

Per word ..... $.8 .30
8 or more CONSECUTIVE or 26 insertions, per word ..... .25
52 CONSECUTIVE insertions, per word ..... .15
Minimum $3.

**● DISPLAY-CLASSIFIED**

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 3R lines or more

Per agate line ..... $1.50
3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95
52 CONSECUTIVE insertions, per agate line ..... .90
1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO TV-FILM MARKET PLACE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.

# 52 new Hopalong

## *for local*

Over ten million people watched each weekly Hopalong Cassidy adventure last year. Now Hoppy is to make 52 brand-new half-hour television films exclusively for NBC. The first will be available for showing in October.

Whichever way you look at it, that's big news for sponsors and the public alike.

And these films won't be shown on network time—they'll be available on a *local station* basis. That means you, as sponsor, can put them out in exactly the markets you want to sell, at a time you know your *selected* audience will be available to you. Think of it — 52 *new* rip-

**NBC**

# BOB HOPE SWEEPS IN AS AGVA PREZ

## Beats Georgie Price by 1,359 Vs. 485; Bright Is 1st Veepee

NEW YORK, Sept. 20. — Bob Hope won a resounding victory in becoming the next president of the American Guild of Variety Artists, defeating his opponent, Georgie Price, by 874 votes.

The figure is the mora surprising when it is seen that only 1,866 ballots were cast. Of these, Hope got 1,359 to Price's 485. Prira didn't carry any branch and failed to carry aven his home branch, the New York area, whera he was counted on to be the strongest.

AGVA execs are presently arranging a welcome home celabration for Hope to precede his inauguration at the National Board meeting set for the week of October 6. Hope, now in Glasgow, will arrive aboard the Liberte the and of this month.

The strongest candidates for the other offices also pulled bigger votes than Priee in whet AGVAites term a surprising showing. Red Buttons, New York, running for the offiee of second veepee, pulled 738 votes; Jackie Bright, New York, running for the first veepee offiee, drew 689.

The irony of the Priee defeat was highlighted by tha fact thet when randidates wera voted upon by the National Board in Los Angeles last June, Prira, as the incumbent, had it all to himself. It wasn't until after his candidecy was announced thet a petitioning drive was set up from the West Coast to add Hope's name to the bellot

AGVA-ites attribute Prira's defeat to a series of events. When the accident insuranee mess was uncovered by The Billboard, Priee promised to clean it up The clean-up however was accomplished by others, chiefly, the AGVA lawyers and Jack Irving, AGVA administrative beed. Price also sterte' his term in offiee by writing a series of letters "From the Offire of the President" charging various board members with improper action, a situation thet caused a lot of friction with some threats of impeachment being made

**That TV Show**

The kiss-off, however, so far as the West Coast was coneerned, was Priee's deals in connection with a TV show originating from the West Coast, which was run as part of a fund building drive for the AGVA Welfare Fund. Most of the performers on the show either worked for minimum or for free Price demanded and raeeived $2,000.

The winning candidetes are Jackie Bright, New York as first veepee; Red Buttons, New York, second veepee; Jerry Wayne, New York, third veepee; Rex Weber, Los Angeles, treasurar, and Manny Tyler, New York, recording secratary.

The 15 winning candidates for tha National Board, each to serve three years, wera. Bob Hope, Los Angeles, Rex Weber; Los Angeles; Jack Gwynne, Chicago; Syd Slate, New York; Joe Smith, New York; George West, Los Angeles, Russell Swann, New York; Jackie Bright, New York; Harry Mendpza, Los Angeles; Ben Beri, New York; Buddy Walker, Miami; John Bubbles, Hew York; Bill Baird, Chicago; Allan Walker, New York, and Frank Richardson, Philadelphia.

# To Propose Chi AGVA Hq.

HOLLYWOOD, Sept 20.—Gus Van, former AGVA prexy and a member of the national executive board, intends to introduee a proposal during the next actors' union National Board meeting whereby national headquarters of the union would be moved permanantly from New York to Chiesgo.

Van said that his decision to suggest such a move stems from the facts that (1) attendanee at New York meetings is consisteotly off, and (2) expense of bringing in people to New York is too great He pointed out, too, that AGVA recently kayoed its plan to hold a meeting in Miami because it was too expensive.

NEW YORK, Sept. 20 — Gus Van's proposal is probebly maant well, said Jack Irving, but he's probebly not aware thet moving the national from New York offira to Chicago would necessitate a constitutional amendment. The National Board cannot amend the constitution; that must be done by the convention. And after that is done, such amandment must receive the approval of the Actors and Artistes Association of America, AGVA's parent body

Irving also took issue on tha reasons for moving the next National Board meeting from Miami to New York. "Expense was only one part," he said. "The major reason was the Florida discriminatory laws. We probably have some Negro board membera. Under Miami laws, they may be atopped from antering the hotel where we would beva our meeting."

# Show Sked for Rest of Year

CHICAGO, Sept. 20—The Chez Paree, enjoying one of the strongest summer seasons in its history, this week set shows for the remainder of the year, including its giant 20th anniversary presentation starting November 14.

Following the current Johnnie Ray stand Dave Halper has signed Jack Carter to open September 21, with Danny Thomas then coming in either October 10 or 12 for a five-week engagement. The anniversary show will break November 14, with Sophie Tucker, who opened the Chez in November, 1932, headlinmg. Contracts with Miss Tucker run thru mid-December with an option for the remainder of the month.

As Ray wound up his first week at the Chez, records for the last four shows in the location revealed Martin and Lewis had hit the highest gross and an all-time location racord of $135,000 for two weeks, Milton Berle ran a close second (about 5 per cent under the M & L figure), Jimmy Durante a strong contender with a $70,000 week, and Joe E. Lewis and Ray running about aven. Ray, who waa originally scheduled to close September 18, wa extended for two days in order for Carter to be abla to play the apot starting September 21.

# Acts Give Ray Big Send-Off

CHICAGO, Sept. 20—Johnnie Ray closed his two-week stend at the Chez Paree here Thursday (18) with a gala send-off arranged by a group of acts appearing in town at various other locations.

On hand for the apecial show wera Sonja Henie, who has her own icer in at the Amphitheater; Al Bernie, who appeared at the Chez several months ago and who had just finished a run at the Chicago Theater, and Billy Daniels, who also just closed at the theater. Acts took over the second show of the evening, in a special testimonial to Ray.

Location brought in a special show headed by Comic Bill Falbo for a two-night run over tha Rosh Hashona holiday, with Jack Carter, Betty Reilly and Grace and Hikko opening tomorrow (21) on a stand which runs thru October 5.

# TRIES TOO HARD, LANDS IN CLINK

COPENHAGEN, Sept. 20. —I. Blicher-Hansen, booker and producer of the Humor Parade vaude shows at K. B. Hall, was treated to a sidewalk audition by an amateur croonar who insisted on giving out in front of the booker's offira after having been turned down twice by the impresario. Song marathon drew such a crowd that police stepped in and escorted the vocalist to the poliee station. Unkindest cut of all—no one bothered to get his name.

# Las Vegas Ops Deny Rumors On Co-Op Buys

LAS VEGAS, Nev., Sept. 20.—Rumors that nitery operators in this area were planning on forming an association to limit the bidding for talent brought forth quick denials from several resort hotel spokesmen this week, but the rumors still persist.

Obviously stemming from Thunderbird Hotel talent hunter Hal Braudis' plan, announced in The Billboard earlier, for the handling of Johnnie Ray in this area, these rumors have been floating around for several weeks.

The original idea was a stopgap measure of the Sands Hotel, currently under construction, failed to be ready in time for Ray's October appearanee Brsudis felt that rather than chanee the town's missing out on this attraction, local hotels should utilize Ray's talents for one or two nights in each spot. Thus no one would score a beat at the expense of he others. The plan so far has met with a cool reception from everyone.

Insofar as a permanent association is coneered a spokesman at

(Continued on page 48)

# Holdovers Nick Combo Grosses

NEW YORK, Sept. 20.—Final weeks of holdovers are beginning to show box offiee wear and tear. Radio City Music Hall (5,654 seats) did $130,000 for its seventh week with "Ivanhne," after a sixth week'a take of $145,000. New bill starts Thursday (2).

Roxy (5,666 seats) went from the previous week's $92,000 to $70,800 for the second frame with "Monkey Business," Kyle McDonnall and George DeWitt. New program starts Thursday (2).

Paramount (3,664 seats) wound up ite three-weeker of "Crimson Pirate" plus Louis Armstrong, Gordon Jenkins and Ballantine with $56,000, after a preem inning of $101,000 followed by a stanza of $68,800. New bill has "Big Jim McLein" plus the Mills Brothers, Danny Lewis, Jean Carroll and Tommy Reynolds ork.

Palara (1,650 seals) did $24,000 with its aight acts and "Bewara My Lovely" against $23,000 the previous week.

## Extra Added

### New York

**Edith Piaf's** getting $7,500 plus half the gross over $40,000 weekly from the Versailles. . . . **Johnnie Ray** is the only American headliner set for the Palladium during the next year's Coronation festivities. . . . **Henny Hadall,** who now spells it Naydell, is teaming up with another boy to do a double. . . . **Phil Foster,** looking for a house to buy, was offered one at $52,000. After checking he discovered that the bouse and lot was bought for resala only a short time ago for $28,000. . . . **Herman (Ciro's) Lovar** in town looking for acts. . . . **Val Irving** readying legal action against **Peggy Lee** for alleged contract violation. . . . **Ralph Berger,** former op of the Chicago Latin Quarter, now in the aluminum window biz and in town opening a New York branch.

Many showbiz folk after the jobs they think ara open at the Roxy. . . . If **The Friars** are deliberately trying to get a bad press, they couldn't do it better if their present penny-pinching methods were deliberate. . . . **Jim Sauter,** USO topper, is traveling around the country with Adlai Stevenson. **Pearl Bailey,** thru her lawyer, suing Bill (Riviera) Miller for $100,000 for demages, which include dates she was forced to cancel when she was slugged at the club last week.

# Nitery Business In Biggest Boom Since War Years

## East Side Rooms Rake in Coin; Pay, Raye, Gale Wow Customers

NEW YORK, Sept. 20.—East Side rooms, including the hotels, which started opening for the season last week, saw soma of the best business since the boom war days. Each room not only opeoed big, but subsequent days asw the tide of business maintained if not improved.

None of the operators have any explanations for the upsurga. It just happened; they're happy, tho keeping their fingers crossed.

Two weeks ago, Monte Proser reopened his La Vie en Rose with a show costing about $3,000 Considering the advertising budget (spot's a heavy advertiser) it figures to break around $13,000. Based on a spot check, the room is doing close to $15,000.

The Blue Angel, which reopened with comparatively little fanfara, is also doing a surprisingly big business, and thet against tough competition from rooms with powar-house names.

The Ruban Bleu, another rarant entry in the reopening sweepstekes, with a show that is about two weeks old, has been playing to full houses right along.

**Piaf's Loot**

The cream of the East Side is the Versailles since it opened Wednesday (17) with Edith Piaf. Not only was the preem tremendous, but subsequent business for both shows has been equally big. This time around, Miss Piaf is in for a real bundle of loot. She gets $7,500 (out of which she pays for the glee club and extra musicians) plus a split over $40,000. It's too early to estimate the first week's take, tho on early returns it looks as if the room will cover thet 40G by an ampira margin.

The Plaza was the first East Side hotel to reopen for the season. It started off with Kay Thompson and tha Williams Brothers to a room that was jammed from wall to wall. Accoming to advanee reservations, it looks as if the future is equally bright.

The Pierre, teeing off Friday (19) with Morton Downey, usually a good draw in class rooms, also has its reservations comfortably filled well in advanre.

The Copacabana, classified as an East Side room, tho ite operation is basically West Side, is continuing to do big with Joe W. Lewis as the major attractioo.

**West Side**

On the West Side, the Latin Quarter continues to roll along with well-nigh capacity business. Its current attractions are Martha Reya and Darvas and Julia.

Major phenomenon is Alan Gale'a Celebrity Club. Room opened a few weeks ago, with Gale working in the dinner show and completely different later shows without Gale. Policy didn't work out. The crowd came to see Gala, not productions or other acts. So Gale made a quick awitcheroo, productions were dropped and now Gale works all shows. In the past two weeks, the club has done so well that Gale has changed from a table-d'hote to an a la carte policy, and packs 'em in nightly. Dinner biz alone fills the room nightly.

Most of the ops attribute the sudden upsurge to returning vacationists, tho they have no explanation as to whera tha vacationists were at the start of last season. But whetever the lura, the clubs around town are once again getting tough to get into.

# Miami Beach Bars Female Impersonators

MIAMI BEACH, Sept. 20.—Night clubs featuring female impersonators are now illegal in Miami Beach as well as in the city of Miami. The Miami Beach City Council Wednesday (19) adopted an emergency ordinance prohibiting male performers from wearing woman's clothing.

Action follows last week'a adoption of a similar ordinance by the City Commission of Miami, and at least one other nearby municipality is pushing thru an ordinanra designed to keep female impersonator entertainment out of its city confines.

The Miami City Commission voted unanimously for the ordinanee to close down night clubs featuring "femmics." One commissioner (Perrine Palmer Jr., sponsor of the measure,) said he hoped the unanimous passage "would indicate to the police department that this commission la sick and tired of those places operating successfully in Miami. It is a disgrace, and I am hopeful that tha city manager will instruct

(Continued on page 48)

# USO Starts 2½-Mil Drive

NEW YORK, Sept. 20—The USO Defense Fund kicks off a new fund-raising drive next month with a goal of $2,500,000, of which one seventh is earmarked for USO-Camp Shows. At a luncheon Wednesday Betty Hutton was awarded a citation from the USO for her performances before bettle troops in Korea. Admiral Oscar Badger, chairman of the Fund, told the industry and women's club laaders present thet since there are 4,000,000 man in the Armed Forces today, USO monetacy needs are just about one third what they were during the war. Jim Sauter, Camp Shows prexy, who prasented tha citation and an engraved compact to Miss Hutton, reminded his listeners that despite the many name aters who work voluntarily for Camp Shows, they will have to send out a lot of lesser known performers who heve to be paid and insured.

Miss Hutton left here by plane yesterday (19) for an extensive tour of the British Isles She will start a three-week engagement at the London Palladium beginning Monday (29) to be followed by one-week stands at Glasgow, Liverpool, Birmingham and Dublin.

# Billy Daniels III; Nixes Detroit Date

CHICAGO, Sept. 20. — Billy Daniels, who closed a two-week stand at the Chicago Theater Thursday (18), was forced to cancel a booking at the Four Dukes, Detroit, when ba took sick Wednesday.

Altho the chanter completed tha final five shows at the Chicago, he advised the William Morris offire here that he had been ordered to taka a three-week rest and would be unahla to fill the Detroit booking.

Following the layoff Daniels is scheduled to appear in Montreal.

# 802 Views Poll on Decline Of Radio-TV Jobs With Alarm

## Unian, Nets Hold Talks on Problem As Recards and Dramas Gnaw Away

NEW YORK, Sept. 20. — The growing alarm of the American Federation of Musicians over increasing inroads of mechanical music was pointed up strongly again this week via a survey of the radio-TV scene hy Local 802, AFM. This survey showed thet over the last year and a half moce than 15 network radio or TV shows emanating from New York had dropped live musicians and had turned to records for use on the shows. The concern of AFM execs and membere over the unemployment problem is indicated in the cesults of this survey, which has been going on quietly for the past year.

The total number of jobs lost to members of Local 802, in this period, due to the use of mechanical rather than live music on these programs, is more than 250. This was commercial employment and did not include staff musicians. Some of the stanzas thet previously had used musicians, hut ace now playing disks include "Mr and Mrs. North," which used 12 men; "Mr. District Attorney," 14 men; "The Big Story," 18 men; Mr. Keen," 16 men; "Mr. Chamelcon," 22 men, and numerous others. In many cases the survey noted that variety shows had been replaced hy dramatic programs, which meant a loss of jobs for musicians, since many of these segs use disks.

**New Tack**

It is no secret that the execs of Local 802 have taken off on a new tack to attempt to ameliorate the continual chipping away of radio-TV jobs of members of the union. About a month ago the brass of the Local, including Sam Suber, president; Jack Downey, vice-president; Charles Iucci, secretary, and Joseph Lindwurm, member of the executive board and head of the radio-TV department, met with execs of the various networks to discuss this problem. The meeting was held on a basis of friendship without any recourse to the contracts existing between the networks and the AFM. The Local heads explained about the declining employment problem and suggestad that the network execs give moce thought to the use of musicians on radio-TV shows. Whether the principle of moral suasion will have the effect hoped by Local 802 brass cannot be observed as yet.

**"Cavalcads"**

According to spokesmen for Local 802 this season's forthcoming radio-TV programs offer slimmer pickings to the musician than last year. "Cavalcade of Stars," which employs 16 men, is due to leave TV after a few more programs, and the Wednesday evening Kate Smith show will not be cetarning to the airwaves this fali, which

(Continued on page 47)

# See Record Turnout At NBOA Chi Meet

## Program to Stress Ballroom Operating Procedures, Dance Promotion Set-Up

CHICAGO, Sept. 20.—With advance registrations indicating a record turnout, the National Ballroom Operators' Association this week completed its program plans for the convention at the LaSalle Hotel September 30-October 1. While this year's meet is expectad to he conducted in the muldest atmosphere in several years, the program has been built with stress on hallroom opereting procedures and the long-discussed dance promotion program.

Registration will get under way Tuesday morning, while the first session will be called to order in the early afternoon. Initial day's coverage will include reports from State associations and NBOA officials, appointment of convention committaes and announcements.

First discussion will be devotad to the motion pictuce industry's drive for repeal of the federal admission tax program, and this will he followed by the announcement of the formation of the new to-dustry-wide dance promotion organization, and what role the NBOA will play in the program.

**Improva Business**

Foltowing dance promotion, a general session on techniques evolved hy various ops to improve their business will be hald with an open forum following Day's event will close with the annual evening get-together to

(Continued on page 47)

# Sullivan to Tele ASCAP Story In Two Stanzas

NEW YORK, Sept. 20. — The story of the formation and growth of the American Society of Composers, Authors and Publishers will be the subject of Ed Sullivan's next biographical feature on his "Tnast of the Town" program. The two-part profile of the Society will be talecast September 28 and October 5 over Columbia Broadcasting System TV.

The show is being written by Sullivan and will spot in-person appearances of top songwriters, including Harold Arlen, Ernie Burnett, Ray Henderson and Mabel Wayne. Dramatized portions will detail the role of ASCAP as a performing rights society.

As part of the ceremonies leading up to the ASCAP tribute, the Society's president, Otto Harbach, and Sullivan will present the City of New York with a plaque memorializing the death of Stephen Foster. Presentation will be at Bellevue Hospital wbece Foster died in 1864.

# SPA Examines 1st Pub Books

NEW YORK, Sept. 20.—The Songwriters' Protective Association this week completed its first check of a publisher's books in line with a recentiy adopted policy of running such checks on a continuing hasis. The spot audit at the Music Publishers Holding Corporation showed thet SPA contract tarms were being met fully.

Under its new policy, SPA plans to examine the cecords of all publishers nsing the SPA Contract. It is expected to take about two years to run thru the list. For audit purposes, publishers are being selected at random by the aleffer org, except that complaints hy members will mova accused firms to the bead of list. The permanent audit is separate from examinations SPA will conduct to determine royalties due writers for use of material in folios and other media not covered in pre-1948 contracts (The Billboard, September 13).

# Geers Bow Out Of Terp Trade

HOLLYWOOD, Sept. 20.—The ballroom and dance industry lost a valuable booster this week when the operators of the Laramar Ballroom, Fort Dodge, Ia., Mr. and Mrs. Larry Gcer, notified booking offices that they were turning over their spot to Darlowe Oleson, mayor of Havelock, Ia., and op of the Ridotta, Hovetock and several summer sites. Geer was one of the original founders in the late '30's of the Iowa Ballroom Operators' Association, which blossomed into the National Ballroom Operators' Association in 1947. He was president of the Midwest and later the National Ballroom Operators' Association from 1946 to 1950 The Gcers played a vital part in several of the outstanding legal triumphs scored hy NBOA whco the org succeeded in making tha hand leader instaad of the ballroom op responsihla for the peymcot of Social Security and withholding tax for sidemen and the more cecent campaign to rid danceries of the burden of the 20 per cent csbecet tax.

Larry and Margacet Geer have signified their intention to attend the annual NBOA convention to Chicago, September 30-October 1. Geer will continue to run his travel agency, located in tha hasement of the ballroom.

# Fair Trade Still Confuses Diskers

NEW YORK, Sept. 20. — Two months after the passage of the Fair Trade Act, lawyers for the major record companies continue to mull the knotty problems which they feel must be cesolved hefoce their respective compenies can take a stand one way or another. Tho trade rumore have persisted that one of the major labels was close to a dceision, it is believed unlikely that an official position will be forthcoming from any of the major companies in the very near future.

At least several of the diskeries are receiving constantly increasing pressure from their dealers, asking if and when the particular diskery plans to announce its fair trade policy. One top record exce put it this way: "I wish this fair trade problem was as easy as some dealers think it is. Too many dealers think that all you have to do is decide to fair trade without considering all the implications."

He added that he personally was in favor of fair trading, but he saw no point in announcing it as policy unless the label could he assured that it could be effectively enforced. There is agreement among tha companies on this score, and hereto lies the stumbling hlock to a rapid decision on the part of the record firms.

lems to which the legalists heve been addressing themselves. One

**Knotty Problems**

There ace a number of probis the prohiem of ceiling prices set hy dealers who have been selling at discounts. In many cases these prices, filed in the past to the Office of Price Stahilization, are lower than the manufacturers' suggested list prices, which presumahly would be the fair-traded prices. This is the basis for the suit which discounter Sam Goody has brought against Cetra-Soria, the only tabel thus far to heve officially fair-traded its line.

Disk attorneys are expectantly waiting for word from the OPS on this score. Because of curtailed appropriations, the government agency has been accelerating the de-control of a number of items, and it is known that the bureau is now considering either de-controlling or suspending record ceiling prices. Should this happen, lawyers are of the opinion that the Goody case would be thrown out of court, thus eliminating one of their stumhling hlocks.

A second area of doubt concerns the section of the bill thet has to do with mail order selling. There is considerahle feeling that this is not carefully enough spelled out. Fair trade lawyers in all fields are watching the pcesent activities of Schegman's Louisiana discount mail order house, and also Doc Webb's Florida mail order operation, hoth of whom are ceported to be trying to force court action on this score.

**Tha Justice Dapartment**

The question of how to police the fair trade stand also concerns the diskeries. One of the difficulties here is trying to determine tha position the U. S. Justice Department will take on fair trading. During the Senata hearing on tha bill, the Justice Department took a firm stand against fair trade. After the passage of

(Continued on page 43)

# KENTON'S BIG DISKING SPREE

CHICAGO, Sept. 20—Stan Kenton, who cracked the all-time high gross record for a two-week stand at the Blue Note here, closing Thursday (11), returned to Chicago Monday (15) and took on another marathon.

In order to catch up with his cecording schedula for Capitol, Kenton and his band went into a disk session Monday at 5 p.m., and kept going until 12 noon Tuesday (16) when tha final tuna was placed on wax. After tha weary band had left the studios, Kenton remained to help with the editing.

# KING WIELDS BATON, MAKES REAL MUSIC

COPENHAGEN, Sept. 20. —Denmark's King Frederick displayed his versatility a couple of weeks ago hy conducting the Danish State Radio's Symphony Orchestra in a concert which was transcribed for broadcasting over networks in the United States prior to the American tour of the Danish orchestra, which starts in mid-October. The king, like most Danes, is a fervent musician and led the orchestra thru the overture of Wagner's "Maestersanger" and the overture of Kuhla's "Elberto," after which he lauded the members of the orchestra and wished them success on their tour.

# Fisher Due in States; TV Set

NEW YORK, Sept. 20.—Pfc. Eddie Fisher, who has been in Korea for the past few months, is due to cetura to the States on September 24 He is set to appear on the Eddie Cantor TV show on September 28. Following several months of Stateside duty, Fisher is expected to be sent to Germany for a few months before being mustered out of the Army.

Fisher, who has sparked the Victor pop sales for moce than a year, is riding high with his recording of the show tune "Wish You Wece Here." According to Victor execs, his latest disk of "Lady of Spain" and "Outside of Heaven" which has been out for only two weeks has got off to a faster start than any of his cecent waxings. During the first week out, ce-orders hit for over 87,000.

# Movie Exhibs Urged to Ink ASCAP Pacts

WASHINGTON, Sept. 20. — Movie exhibitors will bave to sign with the American Society of Composers, Authors and Publishers if they expect to play ASCAP tunes as incidental music, the convention of the Theater Owners of America was told this week by TOA General Counsel Herman Levy.

Levy said that while ASCAP contracts with movie producers cover music on the sound track of films, they do not cover any music furnished hy the exhihitor for exit and entrance music and during intermissions.

He advised TOA members to sign licensing egreements with the performers rights group, saying the rates being asked "are quite reasonable."

# Hwd. Pallad'm Scales Solve Biz Problem

HOLLYWOOD, Sept. 20. — The problem of how much of a gamble a ballroom op takes when buying orks has been solved in part by the Palladium, the Coast's flagship terpery. It was learned this week that most of the hands booked hy the dancery since Sterling Way took over as manager several yeare ago have been inked on a scale against 50 per cent of the gross. In addition, the Palladium management has been asking that the first $1,000 go to the Palladium off the top to defray expense of promoting tha dancery's bands.

Pay policy came to light recently when the Palladium asked the orks to take an additional $500 off the top as their half of peying for a series of outdoor billboard ads taken in the Los Angeles acea. It's understood that Les Brown, Woody Herman and Billy May have ksyoed the additional $500 nip for promotion.

# Heidt Relights Coast Terpery

HOLLYWOOD, Sept. 20.—Tha Trianon Ballroom, South Gate dancery owned hy Horace Heidt, reopens with a five-day daneing policy starting Octoher 23 with Benny Strong's bend. Dancery has been shuttered, except for spasmodic week-end and one-night stints. Heidt, according to Manager Lee Davis, totends to set up a local TV show over KECA-TV from tha dancery on either Wednesday or Thursday night.

Davis pointed out that with the re-entry of the Trianon as a full-time dancery, Los Angeles boasts three full-time ballrooms, including the Palladium, Hollywood and the Aragon, Ocean Park. Davis is attempting to set up a meeting of ballroom ops and flacks, booking agencies and d.j.'s to stimulate dancing interest in the area. Ballrooms which operate on one-nighter hasis also would be included in the meetings.

# Raine Upped, Adler Added By Columbia

NEW YORK, Sept. 20.—Columbis Records this week assigned new duties to Corporate Secretary Kenneth E. Raine, and appointed Norman Adler as general attorney of the firm.

Adler will be in charge of the diskery's law department and will handle supervision of artists' contracts, copyrights as well as general legal duties.

Raina will continue to represent the firm to legislative matters but will be tocceasingly active as director of industrial relations for the firm.

# LIST NEW PRICE LINES ON 45 POPULAR ALBUMS

NEW YORK, Sept. 20.—Since the introduction of the new "extended play" 45 record, numerous price changes have taken place in the 45 r.p.m. pop album field.

The following chart lists the current pricing information as submitted by the seven leading record companies in the pop field. This is presented as a convenient reference guide for dealers. Listed are the current suggested retail prices of these labels for their three and four record conventional 45 r.p.m. pop albums. Also shown are the planned prices for those labels which have announced their intention to market pop albums in EP form. All prices include the federal excise tax. Numbers in parentheses indicate the number of disks per album.

| | Conventional 45 Pop Albums | | Extended Play 45 Pop Albums | |
|---|---|---|---|---|
| | (3) | (4) | (1) | (2) |
| Capitol | $3.04 | — | — | — |
| Columbia | — | $2.94 | — | $2.94 |
| Coral | 3.02 | 3.91 | — | — |
| Decca | 3.02 | 3.91 | — | — |
| London | 3.19 | 4.08 | — | — |
| Mercury | 2.47 | 2.94 | — | — |
| MGM | 3.05 | 3.92 | — | — |
| RCA Victor | 2.47 | 2.94 | $1.47 | 2.94 |

# Columbia to Issue EP Pop Albums

NEW YORK, Sept. 20.—Columbia Records will start shipping "extended play" 45 r.p.m. album sets to its distributors next week. The diskery's entry into the EP field was decided upon after careful study, and, according to the firm, has been planned so that the conversion from standard to EP 45 sets might be as painless for the dealer as possible. Columbia's decision to manufacturer EP sets follows by less than a month the introduction of the new EP disk by RCA Victor.

In a letter being sent out to all distributors next week, Columbia states thet it will ship all popular, hillbilly and foreign 45 album sets in both EP form and regular form. The letter stresses that this will mean little if any change to the dealer in that the new EP sets will be similar to the standard 45 sets in almost every way, as to price, packaging, numbering, etc. Since practically all standard Columbia 45 sets contain four records, the new EP sets, which will have two records (two selections on each side,) will contain the same selections. The EP sets will be packed in the present pop album boxes, and the sets will carry the same number. The price of the EP two-record set will be $2.94, including tax, the same as conventional four-record 45 sets.

**No Obsolescance**

A spokesman for the diskery stressed that the introduction of the Columbia EP sets will not mean tha obsolescence of the present conventional 45 albums. He noted that many customers will prefer the four-record rather than the two-record EP album, since the four-record set offers an advantage both in programing and selectivity in that there is only one selection to each side. (The EP disk contains up to eight minutes per side, the conventional pop 45 disk runs about three minutes.)

Columbia believes that tha similarity of the new EP pop sets to the standard 45 albums will make it easy for the dealer to handle and sell the product and will cause no confusion in either the dealer's or the customer's mind during the fall season.

**RCA Operation**

Tho Columbia Records is converting to EP platters for pop, hillbilly and foreign albums only ("B", "H" and "F" sets), at this time, RCA Victor is producing single EP disks for classical works — short pieces and overtures, and for pop albums as well. The firm shipped classical singles on EP to dealers a few weeks ago and started shipping pop albums this week. The reaction to the EP singles to date has been very gratifying to the diskery.

RCA Victor is charging $1.58 for its classical EP singles, and is charging $2.94 for its two-record EP album sets. This is the same price as the Columbia two-record albums. A complete run-down of major label list prices for 45 r.p.m. pop albums is in an adjoining box.

# Capitol Preps Sales Brochure

HOLLYWOOD, Sept. 20.—Capitol Records here is preparing a comprehensive illustrated brochure, "Self Service Sells," which will be given to its branch salesmen for use in contacting retailers anxious to introdure the supermact technique into their stores.

The brochure contains a series of large photographs of various sections of Music City, Hollywood retail shop operated by Clyde Wallchs, brother of Glenn, the Capitol prexy. The brochure also contains a reprint of the recent Billboard story of the Wallchs' merchandising technique, utilized in the Sunset and Vine retail outlet.

# RCA Shifts Miller and McCluskey

NEW YORK, Sept. 20.—Bob McCluskey, presently pop record sales promotion manager for Victor, has been appointed sales manager for the country & western and Rhythm & Blues department of the label. McCluskey replaces Al Miller who was recently moved to Hollywood to act as the West Coast a&r. dircetor for Victor.

Taking over as pop promotion manager will be Bernie Miller who until now has headed up the publicity department for the label. The changes are expected to take place in the very near future.

# Permo Debuts Sales Plan

CHICAGO, Sept. 20. — Permo, Inc., has started a new fall needle sale promotion, offering a choice of two deals to it. dealers. The drive continues thru December 15. Gail S. Carter, vice-president and director of sales, announced.

In the first of the two offers, dealers, by purchasing a combination of five dozen needles, with a retail value of $75, for $37.50, receives 1.is choice of a dozen of one of nine needles in the current line, or 13 brushes, free. In the second deal, by purchasing three dozen specified needles, with a retail value of $36, for $18.25, the dealer gets free a dozen floating point needles with a retail value of $6.

Under the two deals, it is possible for a dealer to get free merchandise which can realize from $6 to $60.

# Anthony Mark At Cimarron

HOLLYWOOD, Sept. 20.—Ray Anthony's ork racked up an all-time attendance record at C. M. Cooksey's Cimarron Ballroom, Tulsa, Okla., September 12, when it drew 1,655 dancers at $2 (toc tax). Previous record was held by Harry James, who did 1,525.

Anthony took out $1,750 September 15 at the Harvest Club, Beaumont, Tex. Admission was $2 (inc. tax).

# Zooming Sheet Sales Reach 100% Over Last Six Months' Averages

## Top Tunes Affect Upswing But School And Standard Folios Also Sell Better

NEW YORK, Sept 20. — Sheet music sales, which started showing a healthy pick-up during the last few weeks of August (The Billboard, Aug. 30) have taken such a sudden upward spurt during the past two weeks that sheet music jobbers have been as surprised as they are gratified While the top tunes have accounted for the biggest part of tha upswing, most tradesters agree that the shot in the arm has been across the board. Along with the pop music increase has come a decided upswing in sales of standards and school folios. While the latter is more or less expected with tha reopening of school, the sudden jump in pop sales was unexpected.

According to an exec of the Music Dealers Service, sales during the past two weeks of the top tunes have exceeded the average sale during the last six months by about 100 per cent. An important factor in this increase has been the fact that the top three or four tunes are all selling well now while previously this year the top tune has far outstripped tha runners-up.

Harry Pearl, president of Rite Way Music, noted a similar jump to the past two weeks and said that his recent sales had at least doubtsd those of comparable periods during the last few months. He also pointed out that sales for the first half of September have been at least 10 per cent greater than during tha same period last September, showing that these recent increases are not merely a jump over the past summer when sales were at the lowest ebb in many years but that they stand up favorably with fall sales in past years.

The same healthy state of sales is being experienced by Walter Kane Jr., of Walter Kane Music Company, who estimated that his sales thus far in September are easily more than half as much again as they were during June, July and August and 15 per cent ahead of a year ago. Tha strong growth in the sales of standards and school folios has been especially gratifying, according to Kane.

All of these jobbers have four strong leader items in the pop field at the moment. These are "I Went to Your Wedding," "You Belong to Me," "Aul Wiederseh'n, Sweetheart" and "Wish You Were Here."

While none of these execs claimed to be able to put his finger on the key reason for this sudden surge in sales, they were in agreement in feeling that tha end of the summer and the emergence of several very strong new tunes were major factors.

# SHE'S OBSCURE BUT OUTSELLS BING AND GUY

NEW YORK, Sept. 20.—Anne Lloyd, one of the lesser known recording artists, is the top selling singer of recent years and ranks alongside such all-time greats as Crosby, Lombardo and others in number of records sold. The thrush, who is a Long Island housewife, is billed as the Golden Lady of Song on Golden Records, kidisk subsid of book publisher Simon and Schuster. In the less than five years that the label has been in existence, Mrs. Lloyd's waxings have accounted for about three-quarters of the diskery's 35,000,000 unit sales, or more than 26,000,000 records.

# Search Long For Army Song

NEW YORK, Sept. 20. — Of some 150 ditties submitted so far in the contest to choose an official Army song, only 20 are still in the running. The remainder failed to pass preliminary screening by Army brass checking the material for suitable content.

The Army's seareh for a song that could become identified in the public mind with that branch of tha service has brought in being a music industry committee composed of top record a.&r. men and representatives of the American Society of Composers, Authors and Publishers as well as Broadcast Music, Inc. The committee will meet soon to judge those ditties which have already survived the military sifting. Meanwhile, the Army is still soliciting entries up to the cut-off date of November 16.

The song finally chosen as top entry may well become a valuable commereial property. It will be exploited in the usual maonar, except that it will receive the added impetus of official Army becking. Severs! others may also be selected for exposure. primarily thru Army media.

# Pay Hike for Phila. Musicians

PHILADELPHIA, Sept 20. — Musicians' Union, Local 77, in completing its negotiations with buyers around town, provides a hike in the weekly pay envelopes of the tootlers. Along the nitery belt, the new scale provides for an average increase of $10 per man per week at the better places, with the smaller rooms, including the nsbe spots and musical bars, upping the ante by an average of $5 per week. Solo instrumentsists, where only a single pianist is generally employed, rate 25 per cent increase over the scale.

Pit musicians also get an increase, raised $7 a week to make their take-home pay $107. Under the terms of the new contract tor the town's five legitimate theaters, there will be five men instead of four in the pit for the straight plays, with 19 local men to be hired instead of 15 for the visiting musical shows. Increase in number of men will probably mean that the shows will bring in fewer traveling musicians and use local men to make up the minimum.

# SHE'S OBSCURE BUT OUTSELLS BING AND GUY

NEW YORK, Sept. 20.—Anne Lloyd, one of the lesser known recording artists, is the top selling singer of recent years and ranks alongside such all-time greats as Crosby, Lombardo and others in number of records sold. The thrush, who is a Long Island housewife, is billed as the Golden Lady of Song on Golden Records, kidisk subsid of book publisher Simon and Schuster. In the less than five years that the label has been in existence, Mrs. Lloyd's waxings have accounted for about three-quarters of the diskery's 35,000,000 unit sales, or more than 26,000,000 records.

# ABC Signs Hubbard to 2-Year Pact

CHICAGO, Sept. 20.—The lush grosses which continue to be racked up by disk jockey shows on indie stations here has attracted the major stations, with the American Broadcasting Company this week setting off a move in that direction by inking Eddie Hubbard, one of the top disk spinners in the Midwest, to a two-year pact covering both AM and TV.

Hubbard, who works soto as well as doing a husband-wife show from a major resteurant nitery, starts his oew assignment with WENR, the ABC outlet here, Monday (2) with a new across-the-board show to be aired from 4:30-6 p.m. His show with his wife, Jackie, heard nightly from 11:30 p.m.-12:30 a.m. over the same outlet, continues, as do daily stints over two indies, WIND and WJJD.

In addition to the AM shows, Hubbard also is scheduled for a new TV disk jockey show later this fall, and a second show, to be done with Mrs. Hubbard, is also past the blueprint stage. Team had a video run last year, hitting some fairly high ratings despite poor time slots and budget restrictions.

**Plan Expansion**

Other AM majors here have been tasting some of the profits available thru the jocks' sessions, but are planning expansions in this type of programing. Reasons advanced by the stations for the stepped-up interest in this type of musical show included the fact that only higher-priced night clubs are bringing in top live entertainment, and, as a result, younger crowds are unable to consistently patronize the locations. An example was tha Johnnie Ray run at Chez Paree, which concluded Thursday (18) with grosses running considerably betow expectations. While tha oldsters, who attend practically every show presented by the club were in attendance, the heavy influx of college kids expected by the management failed to materialize, despite special promotions on price and other incentives offered to get them into the location.

# Philly Symph To Tour Europe

COPENHAGEN, Sept. 20—Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra, announced here that he plans to bring the orchestra to Europe next year and will give a concert in Copenhagen.

Ormandy conducted tha Danish State Radio Orchestra's first weekly symphony concert, at the State Radio Concert Hall, on Thursday (11) night. There was such a turn-away sale of tickets that Ormandy offered to repeat the concert on Friday (12) night and turn over his salary to the fund being raised to finance the Radio Orchestra's coming tour to America. His offer was accepted with thanks and second concect was also a sell-out.

Ormandy remained to appear as guest conductor, for one-half of the program, at a big benefit concect of the Radio Orchestra at the K. B. Hall on Friday (19) night.

*DUTCH POPS*

# U. S. Disks Go Big in Amsterdam

AMSTERDAM, Holland, Sept. 20.—Almost 80 per cent of the pop and jazz music business thruout Holland are American disks. And it seems to many observers here, that a 52-year-old music shop in Amsterdam does most of the business. It is the "Electric Gramophone," a big, thriving dealer operation in the center of Amsterdam's shopping area.

Its director, Jaap ven Praag, would be the first to admit that his rompetitors are doing good business. It is this competition, he adds, that "keeps me on my toes." While on his toes, he is continually mapping promotion plans for the growth of his shop.

The most successful ven Praag promotional weapon for bringing in the customers is a slick, newsy, expensively - printed magazine distributed gratis monthly to 28,000 Dutchmen.

The mag conlains a number of feature pages, mostly written by van Praag himself. In addition, there'a a list of all new releases put out by each record company the past month. Called "Phono News," the mag hits readers the last Friday of each month. Early Seturday moroing the customers queue up. Five record assistants are on hand to handle tha customers. Monday morning following mag's delivery van Praag receives a healthy amount of mail orders.

Van Praag's shop, largest of 500 in Holtand, has its nearest volume competitor in Rotterdam, which does approximately three-quarters of his business. There are 55 shops in Amsterdam.

# Detroit Ballroom Revises Its Policy

DETROIT, Sept. 20.—Switch-back to a name policy for the new Saturday night operations is planned for the new Edgewatsr Gardens. Spot has settled into a low gross with local bands, with last Saturday pulling only $900.

Difficulty, according to the ballroom management, is being experienced in finding suitable names available for a one-night deal.

# Music Publishers' Record Scoreboard

A complete weekly report, and a cumulative tabulation from January 1, 1952, to date of record sides secured by publishers from Capitol, Columbia, Decca, Mercury, MGM and RCA Victor in the popular, folk and rhythm and blues categories.

## • Total Sides for Week Released by Each Label

(These totals do not include P.D. Tunes)

**Week Ending September 20**

| LABEL | POPULAR | FOLK | RHYTHM & BLUES |
|---|---|---|---|
| CAPITOL | 16 | 4 | — |
| COLUMBIA | 2 | 4 | 2 |
| DECCA | 2 | 2 | 2 |
| MERCURY | NO RELEASES THIS WEEK | | NO RELEASES |
| MGM | NO RELEASES THIS WEEK | | NO RELEASES |
| RCA | 6 | 6 | 4 |

## • Total Number of Sides Released by Each Label

(These totals do not include P.D. Tunes)

**January 1, 1952, to Date**

| LABEL | POPULAR | FOLK | RHYTHM & BLUES |
|---|---|---|---|
| CAPITOL | 425 | 138 | — |
| COLUMBIA | 241 | 157 | 87 |
| DECCA | 482 | 122 | 60 |
| MERCURY | 230 | 63 | 64 |
| MGM | 283 | 99 | 10 |
| RCA | 362 | 155 | 117 |

## • Sides in • Current Release

**Week Ending September 20**

Because of the lack of consistency with which each of the six record companies under consideration issue new releases individually and in relation to one another, listed each week are all latest releases on which The Billboard has been able to secure information from all available reliable sources. Sides listed may actually be issued a few days prior to or following publication of this scoreboard.

| PUBLISHER | TUNE | ARTIST AND LABEL |
|---|---|---|
| ACUFF ROSE | She Isn't Guaranteed | Roy Acuff, Col (f) |
| | Wonder Is All I Do | Roy Acuff, Col (f) |
| AMUSEMENT | There's a Ship Comin' In | Bell Sisters, RCA (p) |
| ARDMORE | Fat Man Mambo | Billy May, Cap (p) |
| BARTON | My Thrill | Dick Brewer, Cap (p) |
| BAXTER-WRIGHT | Quiet Village | Les Baxter, Cap (p) |
| CENTRAL | Rass, Rass, Kass | Billy Strange, Cap (f) |
| CRAPPELL GROUP —CHAPPELL | The Whispering Serenade | Georgia Carr, Cap (p) |
| | I Can't Get Started | Coleman Hawkins, Dec (r) |
| —T. B. HARMS | Orchids In the Moonlight | Billy May, Cap (p) |
| COMET | Crazy Quilt Rag | Billy Strange, Cap (f) |
| CRESTWOOD | Talk to Me | Bob Williams, RCA (r) |
| DISREY | M'm | Bell Sisters, RCA (p) |
| FAIRWAY GROUP —FAIRWAY —MALABAR | Big Bug Boogie | Merrill Moore, Cap (f) |
| | The Sun Forgot to Shine This Morning | Georgia Carr, Cap (p) |
| FAMOUS GROUP —PARAMOUNT | My Love, My Life | Jane Froman, Cap (p) |
| FORSTER | Pale Moon | Jimmy Wakely, Cap (p) |
| FRARR | Anywhere I Wander | Jan Peerce, RCA (p) |
| GODAY | Me | Jane Froman, Cap (p) |
| GOTHAM | Corrine Corrina | Merrill Moore, Cap (f) |
| HILL & RANGE GROUP —ALAMO | Hide-Away Harbor | Guy Lombardo, Dec (p) |
| | My Heart's in the Ring | Guy Lombardo, Dec (p) |
| —HILL & RANGE | Older and Bolder | Eddy Arnold, RCA (f) |
| | The Closer to the Bone | Grandpa Jones, RCA (f) |
| —ST. LOUIS | Sass-A-Frass | Grandpa Jones, RCA (f) |
| | I'll Trade All of My Tomorrows | Eddy Arnold, RCA (f) |
| | I Went to Your Wedding | Jimmy Wakely, Cap (p) |
| —BOB WILLS | Voo Doopee Doo | Jane Froman, Cap (p) |
| LEEDS | Daybreak | Piano Red, RCA (r) |
| E. B. MARKS | I Care No More | Piano Red, RCA (r) |
| MELLIN GROUP —ALGONQUIN | Butterflies | Beaver Valley Sweethearts, RCA (f) |
| BOB MILLER | Maria My Own | Jeanne Gayle, Cap (p) |
| MUSIC PUBLISHING HOLDING CORP GROUP —HARMS | Early Every Evening | Jan Peerce, RCA (p) |
| | A Prisoner of War | Bob Williams, RCA (r) |
| —REMICK | Right and Day | Jim Eanes, Dec (f) |
| | Indian Summer | Frances Faye, Cap (p) |
| PEER INTERNATIONAL | Blues in the Night | Les Baxter, Cap (p) |
| | If I Could Be With You | Rosemary Clooney, Col (p) |
| REGENT GROUP —HARMAN RORING GROUP —FEIST | Do You Care for Me? | Coleman Hawkins, Dec (r) |
| | I'm Just in Time to Be Too Late | Tommy Warren, Col (f) |
| | Tomorrow May Be Different | Tommy Warren, Col (f) |
| ROGER | Takes Two to Tango | Jim Eanes, Dec (f) |
| | You Do Something to Me | Jeanne Gayle, Cap (p) |
| RUSH | Lee Ah-Loo | Marie Lanza, RCA (p) |
| SCRIBNER | Who Kissed Me Last Night | Marie Lanza, RCA (p) |
| SHAPIRO-BERNSTEIN | Last Night's Party | Rosemary Clooney, Col (p) |
| TARRER | Peace A' Puddin' | Red Saunders, Col (r) |
| | Bide, Bobby Bide | Red Saunders, Col (r) |
| | Tweet, Tweet, Tweetheart | Dick Brewers, Cap (p) |
| | Who Ga Ever Thought | Frances Faye, Cap (p) |
| | | Beaver Valley Sweethearts, RCA (f) |

## MONROE NOTES CHANGE

# Ballrooms Dress Up To Pull in Customers

NEW YORK, Sept. 20 — Two trends in the band business have registered a decided upswing during the past year, according to Vaughn Monroe, vet musicman who has toured the country with his band since 1940. These trends are a change in the physical set-up of the ballrooms and an increase in the number of concert dates being booked for certain types of bands.

The most significant change in ballrooms has been the addition of chairs and tables to the rooms so that daneers can sit comfortably between their terpsing efforts. Along with this has come redecorations and the entrance of soda bars for light refreshments. According to Monroe, who is now playing at the Waldorf-Astoria's Starlight Roof for the third consecutive September, this is just as true for an operator who owns or leases a permanent location as for those who simply hire a hall for a one-nighter. Even the latter group is finding it necessary to move in tables and chairs for the night in order to draw a satisfactory gross. Tho this movement had its origin in the Middle West, it has shifted to other parts of the country, and at the present time the largest ballroom operator in the East is known to be considering a similar step.

### B. O. Damages

A number of reasons have contributed to this shift from the former policy of just providing a few chairs for the lucky few who want to rest awhile. Ballroom grosses have generally fallen off during the last few years. Operators believe that several reasons account for the drop, among which are a general apathy toward dancing among today's youth, the number of men in the service and greatly increased competition for the after-dark entertainment dollar. The post-war boom in drive-in movies and stock-car racing thruout the country has definitely hurt the ballroom grosses.

By making their locations more attractive, operators are hoping to be in a better competitive position. The importance of this shift, Monroe noted, is being pointed up by the ease with which most operators sell out table reservations in advance of the date, with only thin returns usually from straight admissions. The fact that the addition of tables cuts down on the dancing space by about a third, thus cutting attendanee, is somewhat made up for by a table reservation charge of usually 50 cents a head.

### Concert Dates

The second growing trend is that of concert dates. The idea of doing coneerts or concert-danee road dates is not new, Fred Waring probably being the originator. The Monroe ork has been booking these kinds of dates for the past five years, but according to the band leade., the increased importanee of these has jumped tremendously in the last year. Sinee the first of the year, his band has played about 130 dates, principally thruout the Middle West and the South. At least two-thirds of these were either concert or theater dates, the bulk being in the former category.

Monroe pointed out the many concert peckages that booking agencies are putting on the coad for successful tours as further evidence of this change in the band business.


"NO MONKEYING AROUND... THIS IS A DOUBLE HIT!"

say the SCHWARTZ BROS., Mercury Record Distributors, Washington, D. C.

RICHARD HAYES

"FORGETTING YOU"

and

"FORGIVE AND FORGET"

Mercury 5910 & 5910 x 45

Mercury RECORDS


# Philly Comes Up With New Pop Etchings

PHILADELPHIA, Sept. 20. — Philadelphia, which has established a record as a hot disk town over the last year via the launching of the Four Aces waxing of "Sin" and Al Martino's "Here in My Heart," has come up with another disk that is creating quite a bit of action. First waxing released by Devon Records, "My Favorite Song" with Marion Caruso and the Overtones a few weeks ago is racking up healthy sales, and the tune has already been covered by the Ames Brothers on Coral, and Georgia Gibbs on the Mercury label. Ork leader on the Devon cutting of "My Favorite Song" is Don Costa, music arranger for Vaughn Monroe.

Melvin Korn and Larry Pleet, two execs with Devon, released the recording of "Sin" with the Four Aces a year ago, and Moose Charlop, another exec, who wcote the first Devon songs, has a number of other tunes to his credit. That the city of Philadelphia can also tsunch more than one new label at a time was noted this week with the release of a Guyden disk featuring Rosalind Patton, vocalist with the Elliot Lawranee ork, singing "Baby Boogie." This ptstter too is receiving attention by the local deejays.

# 'Shrimp Boats' Involved in Another Suit

HOLLYWOOD, Sept 20. — A second legal suit, aiming to cut into the royalties of "Shrimp Boats Are A-Comin," was filed here this week by songwriters Hacold Spina and Bob Russell in Superior Court. The duo allege that on March 20, 1851, Fred Raphael, general manager of Walt Disney Music, pubbers of the big hit, turned over to them a phrase and lyric idea, compounded by John Mason Howard. They were to work out a lyric and melody for the idea, with the deal, as proferred by Raphael, to give them 80 per cent of the writers' coyalties of the ditty. The court exhibit includes an alleged lyric which the duo presented to Raphael April 13, 1951. Tha suit seeks $25,000 for alleged damage and an additional estimated $25,000 as their share of the tune's royalties.

The first litigation involving the Paul Weston-Howard ditty was filed early in August in the same court. Ben Pollack, the ex-orkster, filed suit alleging infringement on an uncopyrighted song, "My Cajun Song," which Pollack alleges he played in November, 1945. The Pollack suit asked $100,000 damages. Raphael, Disney Music and Howard are named as defendants in both suits, while Weston is defendant in only the Pollack suit.

# Boston DJ Pushes Bands

NEW YORK, Sept. 20.—Boston deejay Sherm Feller is joining the growing number of jockeys who have programs devoted exclusively to dance band music. His new show, called "Sherm Feller's Muse for Daneing" will begin in another week over WLAW, 50,000-watt Lawrenee, Mass., station in the 4 p.m. slot. As a special filip teen-agers will be invited to come into the Hotel Bradford, from which the show will emanate, to danee during the pecgram. In addition Feller has arranged to have a dance instructor on hand to give free lessons before and after the show.

Feller will continue with his night-time pcogram, called "The Sherm Feller Show."

# On the Stand

## Basie-Eckstine-Shearing Concert

**(Reviewed at the Shrine Auditorium, Los Angeles, September 12. Produced by Norman Granz and Milt Ebbins. Booked thru the William Morris office.)**

This year's annual jazz junket from West to East Coast is the most potent package which the Granz-Ebbins combo has produced. Main improvement over previous junkets, which featured Billy Eckstine and George Shearing, is the addition of Count Basie's new band. Basie has hurdled the bop stigma and is back again with a driving jazz crew. Musically, band is the best the Red Bank, N. J., vet has ever fconted. For the first time, the Basie crew has personality and showmanship, and presenee of Eddie (Lockjaw) Davis, a boy who's educated the honk, helps immensely. In addition, Basie has the huge baritone sax man, formerly with Hamp, and his honking and showmanship broke up the house on one number. Boy deserves billing and an intro. Basie does his old standards, such es "Every Tub" from his old Decca catalog, in modern style, which have been recut for Mercury by Granz. In addition, he has numerous other jumpers and blues which bcought enthusiastic reception from a turnaway house that reportedly netted over $18,000 at a $4.80 top. Only blight on the Basie program was the Count's electric organ work. Instead of confining himself to the excellent background and short solos he does on such new Mera disks as "Port of Rico," Basie played anccharine lead on standards, which sounded more like Ken Griffin than Basie.

Eckstine, as usual, consistently broke up the house. He laid aside many of his pops and did some of the powerhouse standards, such as "Jelly, Jelly," which made him famous on the National label. With Basie's backing, these numbers took on even a greater jazz significanee and got the heftirst mittings of the evening. Eckstine should emsee the show out front, instead of doing the intros on an off-stage mike. Mr. B is one of the ablest emsees in the business and half of his charm is lost when he's offstage.

The George Shearing quintet seemed rather listless and apathetic in its presentation. Perhaps it's the contrast with the inspired Basie band, but much een be laid to the fact that for three years Shearing hasn't changed bis musical format one iota. The jazz fan demands new sounds, and Shearing hasn't obliged. He's added Teddi King on vocals, but the gal lacks the original style that would inspire new latenership to the Shearing five. In fact, this jazz concart would profit if George sbeared the chirp from the program, and Basie dropped Bixie Crawford, another fem who fails to inspira a lyric. Eckstine can eapebly handle the word department for this three-hour package.

If Granz wants to stimulate sale of his Mercury jazz catalog, a closer promotional tie-up between the concert and the disks must be worked out. Basie never mentioned his new Mercury contract and the fact that many of the numbers he played are now available from the Chicago waxery. Huge cardboard record signs on easels in the foyer of the 60 or more auditoriums this package will play would perk disk sales, and MGM disks, too, might be wise to construct similar signs and packing cases, so that plugs to these record-buying jazz fans would be evident around the halls.

Johnny Sippel.

# Music as Written

### 'SANS SOUCI' IS ALL-DECCA TUNE . . .

Decca's newest **Peggy Lee-Gordon Jenkins** disking, of the ditty "Sans Souci," shapes as a completely home-grown product. Tune was written by **Sonny Burke** and Miss Lee. Burke is Decca's West Coast recording chief.

### JACKIE JOCKO OPENS BIRDLAND STINT . . .

**Jackie Jocko**, new Mercury recording artist, opened at Birdland here Thursday (18) for a two-week stint. This is the first New York appearance of the singer.

### CLEFFERS' SHOW GETS REVIVAL . . .

**Charles Tobias**, president of the Songwriters' Protective Association, is reviving his "Songwriters on Parade" show. The act, first formed more than 20 years ago, will guest on television until January, when Tobias hopes to contract a video show of his own.

### JACK MILLS GOES TO LONDON, PARIS . . .

**Jack Mills** of Mills Music leaves for a two-month trip to Europe on Wednesday (24). He will spend some time at Mills' London office checking for the interchange of material, and then will move to Paris where he will set up a French representative.

### REMINGTON CONTINUES DISTRIBBERY SHIFTS . . .

Remington Records has closed its Cleveland and Detroit company-owned distributors and has turned the areas over to Sanborn Music Company. The shuttering of these two branches completes Remington's move to work exclusively thru independent distributors. **Arthur Isaacs** and **Harry Millar**, who formerly managed the Cleveland and Detroit branches respectively, will work with Sanborn temporarily before joining the Remington national sales force. Senborn Music is owned by **Varnan Sanborn Sr.** and his son.

### VICTOR MEN FETE DAVE FINN . . .

Fifty members of the RCA Victor record department honored **Dave Finn**, who is moving from his present position of sales promotion manager for the label to general sales manager for the diskery's custom division, with a dinner at Kenny's in Camden, N. J. Finn received a TV set for his den from the well-wishers.

*You can get Three for Golf and it's just as easy to*

**GET THREE TO VOTE**

The fires of freedom burn brighter when everybody votes.

Be sure you're registered and eligible to vote. Be sure you vote. And do a little needling of those friends of yours so they'll feel the same way you do about voting.

"See you at the polls." See that you see your friends there, too! November 4.


### JOHNNY WARRINGTON IN 'LUCKY' BREAK . . .

Arranger Johnny Warrington racked up a rare accomplishment this week. For the second week in a row, every tune on the "Lucky Strike Hit Parade" had a stock orchestral arrangement made by Warrington for the publishers of the various tunes.

## New York

**Ed Dodalin**, field sales manager for Victor, is spending the week at the Warran Distributing Company in Sioux City, S. D., where he is installing a record department. Warren has been an instrument distributor for the company for a number of years. . . . **Joe Costa** opens at the Blue Mirror in Baltimore for two weeks on Tuesday (23). . . . **Dr. Hugo M. Funas**, newly appointed vice president in charge of Latin American affairs for Peer-International, left Friday for Rio en route to his new headquarters in Buenos Aires. . . . **Stava Sholes**, a&r. director for Victor c&w. and r&b records, is on a week's field trip, covering Springfield, Mo., Dallas and Tulsa. . . . The American Mining Congress, which sponsored the "Victor Herbert Musicale" in Cincinnati last May, is planing the troupe into Denver for a performance on September 25. **Ray Middleton** has been added to the cast for the fall tour. . . . Former society bandleader **Barry Winton** has started his own label, Rosemay. Label will specialize in hillbilly and r&b. music. First release has "Grand Ole Opry" singer **Jimmy Salph** covering two country hits, "I Went to Your Wedding" and "Jambalaya."

Conductor **Charles Paul** will lead members of the New York Philharmonic Symphony Ork at Carnegie Hall in three concerts for charity, on October 1, 3 and 4. Proceeds fo all three nights will be turned over to the Damon Runyon Cancer Fund, the Red Cross, PAL, and religious organizations. Co-sponsors of the concert include **Charles Paul**, **Bud Collyar** and **Eugenia Baird**. . . . A dramatization of the life of singer **Sandy Solo** will be presented over CBS radio on October 2 by the Disabled American Veterans. . . . **MacDonald Carey** will portray the warbler. . . . **George Douglas**, younger brother of **Melvyn Douglas**, who has been in movies the past few years, has returned to New York for musical comedy work. . . . **Frank Campana**, new singer on the Jubilee label, returned from a disk jockey trip thru New England where he was pushing his waxing of "Only You" and "Love Me". . . . Deejays **Alan Dary** and **Stan Richards** of Station WORL, Boston, in town for a few days next week. . . . Essex Distributors of Newark, N. J., move into new quarters next week. . . . **Guy Lombardo** and his ork open at the Roosevelt Hotel here on September 29 for their annual fall engagement. . . . **Syd Goldberg**, Decca sales chief, is back at his desk after a business junket thru the Midwest. . . . Publisher **Lerry Spier** is recovering from a minor operation at Mt Sinai Hospital. . . . **Carol Walker**, formerly with **Johnny Long** and other bands, will appear with **Bob Chestar's** ork. . . . The **Eddie Arnold** show broke all attandanre records when it appeared on opening day at the Four States Fair in Texarkana, Tex., last week. . . . **Joe Lehar**, owner of the Rainbow Ballroom, Denver, is plugging attandance at the dancery via aponsorship of a daily 15-minute program over that city's radio station KMYR. . . . **Dewey Bargman**, a&r. topper for King, signed thrush **Ginny Gibson** to a contract. **Danny Sultan** has been moved from the Federal label to King, the parent label. . . . Deejay-ainger **Robert Q. Lewis** appears at the State Theater, Hartford, on September 20 and 21. The following day he opens for a week at Town Casino in Buffalo. . . . **Johnny Desmond** landed the GI role he played in World War II in the forthcoming Universal International picture "The Glenn Miller Story."

## Chicago

Aragon hosted local disk jockeys at a special pre-dance get-together Wednesday (17) when **Tommy Dorsey** was in on a one-nighter. . . . **Billy Daniels**, now appearing at the Chicago Theater, set for a run at the Four Dukes, then goes to Montreal. . . . **Mitch Millar** planed in from New

**Evalyn Knight** set for the Lake Club, Springfield, Ill., next month, her first appearance in this area since early this year when she played the Empire Room. . . . **Paul Bannistar**, Associated Booking, handling some Midwest bookings for **Tommy Dorsey**, set the band for the Aragon, then routed him to Iowa where **Jimmy Tyson** took over.

## Cincinnati

**Bon Johns**, who for many years headed up her own all-gal ork in vaude and hotels in this country and Europe, is now boss lady of Sponsor Co-Ordinating Agency, which has just opened new offices in Beverly Hills, Calif. The firm has been operating out of Radio City, New York, for a number of years. SCA performs a merchandising service for sponsors and advertisers via store promotions. . . . **Doug Dalton** was in Cincy last week scouting possible distributors for the recently formed Big Wheel Record Company, of Charlotte, N. C., of which he is sales manager. He hopped from Ohio to West Virginia on the same quest. The Big Wheel firm, headed by **Spencar R. Raeklay**, is specializing in rhythm and blues and spiritual numbers.

## Hollywood

**Barnie Silverman**, sales manager for **Norman Granz's** JATP and Jazz Series, distributed by Mercury, has set up Clef Distributors of California here, with the Granz firm taking that portion of the Mercury line. . . . **Parry Botkin** has organized his own publishery Long Ridge Music. . . . **Milt Cornallus**, personal manager for **Ellen Sutton**, is leaving for New York to start a cross-country two-month promotion on her new Kem sides. . . . Capitol has cut New Orleans warbler **Lizala Mills** with **Sharkey Banano's** band. . . . **Dick Contina**, currently on leave, sails for Japan soon where he'll be in Special Services. . . . **Bob Wills** has been ordered by his doctor to take a rest and is abandoning his ork.

**Barbara Ruick**, the MGM thrush, had her agency pact with the William Morris office okayed in Superior Court last week. . . . **Don Cornell** goes into the Golden Hotel, Reno, October 23 for two weeks at $3,500 per week. . . . **Frank Bull**, KFWB, d.j. who specializes in Dixieland, and **Gene Norman**, KLAC platter pilot, present their fifth annual Dixieland Jubilee October 10 at the Shrine Auditorium. **Frankie Trumbauer**, now in the aeronautical business in St. Louis, will be featured in a tribute to the late **Bix Biederbecke**. Other units appearing are **Jack Teagarden**, **George Lewis'** New Orleans crew, **Bob Scobey**, **Pete Daily**, **Eddie Skrivanek**, **Nick Fatool** and **Rosey McHargue**. Program has filled the 6,100-seat hall each year. . . . **Harry James**, after several delays, starts his one-night tour October 6 thru the East and Midwest. He plays three days at the Rustic Cabin, Inglewood Cliffs, N. J., starting October 3. . . . **Joe Morris**, of the Club Alabam, is upping the budget after six months of local and semi names, starting with **Roscoe Gordon** and the **Clovara** for two weeks, starting September 30.

## Philadelphia

**Joseph Sudy**, first timing it in the city at the Warwick Room of the Hotel Warwick, will usher in the new season at the spot. . . . **Al Small**, after an absence of several years, is called back to the bandstand at the Celebrity Room. . . . Guitarist **Al Aveyou** and pianist **Al Eldridge** team up for the supper sessions at Mitchell's Dining Room. . . . **Pat Fouty** makes her bow as band vocalist with **Leo Zolla**, who ushers in the new season at Wagner's Ballroom. . . . **Buddy Rich**, heading his own unit at the Rendezvous here, is reported set to tour with **Norman Granz'** "Jazz at the Philharmonic". . . . After 98 weeks at Cinalli's Supper Club on the Jersey side, **Don Nicholas** moves his band down the road a-piece to locate at the Marlton Manor, Marlton, N. J.

A "Festival of Song" as a Fred Waring production conducted by **Lara Hoggard**, on January 5, and an All-Gershwin program for January 25 under the direction of **Larin Maasal** with **Sanroma**, piano soloist, are among the popular music features scheduled by the Philadelphia Forum for its 1952-53 concert series at the Academy of Music. . . . **Charlie Ventura** returns his band to his Open House nitery spot at nesrby Lindenwold, N. J. . . . **Ross Raphaal** set for the fourth consecutive season at the Two-Four Club. . . . Deejay **Bob Horn** at WFIL and WFIL-TV, has been named director of recordings at the WFIL stations, a new post. . . . **George Sommar** signed for six Saturday night danes dates during the coming year at Sunnybrook Ballroom, Pottstown, Pa. Flutist **Philip DaLuca** joins the **Johnny Austin** band here. . . . **Art Smith** at the organ for tha lulls at the Hotal Warwick.

## Detroit

**Smilin' Red Maxedon** trio and singer **Dottie Leader** did a special hour show in front of the Madison Theater for the premiere of "The Story of Will Rogers." . . . **Ralph Bowan's** orchestra opened the fall season at the Vanity Ballroom. . . . **Don Bari** at the Granda.

# Canada Room Books Names

TORONTO, Sept. 20.—Names of the attractions at the Colonial Tavern for the fall makes an impressive list. Each one has strong material on records for promotion, and every advantege has been taken to push the artists on deejay showa and personal appesranres in stores.

Lined up this fall are: Billy Holiday, Buddy Rich Sextet, Charlie Ventura Sextet, Benny Goodman Sextet, Muggsy Spanier orchestra, Johnny Hodges orchestra, Nellie Lutcher, Dizzy Gillespie and Terry Gibbs Sextet.

# Prom Steps Up Release Schedule

NEW YORK, Sept. 20.—Prom Records this week stepped up its release schedule as it sent six new platters out to market. The firm normally issues two disks every three weeks. The new records, available on 45 and 78 r.p.m., back current hit ditties.

Prom, which promotes its 49-cent sellers primarily thru department and syndicate stores, now has 26 distributors. It maintains branches in three cities. Band leader Enoch Light, who doubles as a&r. and sales chief for the label, has cut sides recently with singers Betty Harris, Selly Sweetland, Loren Becker, Artia Malvin and the Brigadiers.

# Coral Re-Inks Pearl Bailey

NEW YORK, Sept. 20.—Coral Records has picked up its option on a contract with Pearl Bailey, songstress whose rendition of "Two to Tango" is currently stirring trade action. The new tarmer runs for a year.

The diskery has also cut several sides with Jimmy Saunders, isst was active as a recording artist with Signature Records.

# Loeb Signs Whiting To Managem't Pact

HOLLYWOOD, Sept. 20.—Blli Loeb, who left MCA's act department about 10 weeks ago to set up his own management office, this week inked Margaret Whiting. Loeb and Miss Whiting are currently packaging a TV show for web audition.

Loeb's other attractions include the Sportsmen's Quartet, tha Weire Brothers, Nick Lucas and the Saonys.

# Hall "Guide' Book Readying for '53

NEW YORK, Sept. 20. — The 1953 "Guide to Good Listening," by David Hall will be published later this year by Long Player, LP monthly catalog put out by the MAS Advertising Agency. Tho the book of comment and criticism on records will carry a list price of $5, it will be offered to readers of the catalog at $1.50. Dealer price will be 90 cents. Hall'a collaborator is Abner Levin, manager of the Sem Goody store here. Ball heads up Mercury Records' classical division.

# USO Units Go To Far East

NEW YORK, Sept. 20.—Two star-headed USO-Camp Show units left recently for the Korea-Far East theater. Frances Langford and Jon Hall are featured in one unit and danrer Georgie Tapps heads a unit of five that left last week (12) on a 15-week tour.

A European unit left Monday (22) consisting of Berk and Hallow, Toddy Stewart, Courtney Wright, Leonardo and Anite, tha Nanry Swain Trio and Kuda Bux.

# Col Pitches For Nelson

HOLLYWOOD, Sept. 20 — Columbia Records' a&r. chief here, Paul Weston, this week was putting thru a minor's contract for Superior Court approval on 18-year-old warbler Charles Nelson. Weston originally heard the youngster three years ago when he did a song on the Bill Leyden d.j. show here over KFWB. Nelson will cut his first session when Mitch Miller comes out here early in October. Nelson has inked with MCA here.

The Nelson-Columbia pact calls for a 3 per esnt royalty on retail list price, with the royalty to be collected on 60 per cent of the disks sold.


"NO MONKEYING AROUND... THIS IS A DOUBLE HIT!"

say SIDNEY and MEL KOENIG, of ALL-STATE DISTRIBUTING CO., Mercury Record Distributors, Newark, N. J.

**RICHARD HAYES**

"FORGETTING YOU"

and

"FORGIVE AND FORGET"

Mercury 5918 & 5918 e 45

Mercury RECORDS

"Your BREAD and BUTTER to The MUSIC-RECORD BUSINESS

Read The Billboard Every Week

for timely, accurate news and the world-famous Music Popularity Charts

It's Low in Cost—High in Value! Fill in and Mail This Coupon Today.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes ☐ Please send me The Billboard for one year at $10

Foreign rates upon request.

758

Name .....

Address .....

City ..... Zone... State .....

Occupation .....

THE NUMBER 3 (ALL LABELS) RECORD IN DETROIT

—As reported by Kermit Clark of Hudson Ross, one of the nation's top record stores.

THE NUMBER 1 (RCA VICTOR) RECORD IN DETROIT

—As reported by John Double, Record Mgr. RCA Dist. Corp., Detroit.

Buddy Morrow

'ONE MINT JULEP'

with

"Got You On My Mind"

20-4868 · 47-4868

RCA VICTOR Records


# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).*

## HONOR ROLL OF HITS

### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart based on reports received September 17 18, 19

Last Week | This Week

**1. 1. You Belong to Me**

By Pee Wee King, B Stewart and C Price. Published by Ridgeway (BMI)

RECORDS AVAILABLE H Foster and Rovers, Republic 7013; J Garber, Cap 2190, Ken Griffin Col 39857 T Hayes V 20-4943, Joni James MGM 11295; E McGriff-Savoy Til Jubilee 5094; D Martin, Cap 2165, F Martin, V 20-4843; G Martin, Dec 28388 P Page Mercury 5899, J. Stafford Weston Grc, Col 39811, S Thompson Mercury 5807

ELECTRICAL TRANSCRIPTION LIBRARIES. Henry Jerome, Lang-Worth; Earl Sheldon, Associated.

**5. 2. I Went to Your Wedding**

By Jesse Mae Robinson—Published by St. Louis (BMI)

RECORD AVAILABLE: J Bond-H Carter, Col 21807, H Brooks Dbcb 6918; S Gibson and Bed Cats, V 20-4835 S Kaye, Col 39856, Little Sylvia Jubilee 5093, G Lombardo, Dec 28411 G Martin Dec 28388, P Page Mercury 5899; H. Snow, V 20-4906, J Wakely, Cap 222) F Wright Savoy 860

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sheldon, Associated.

**3. 3. Wish You Were Here**

By Harold Rome—Published by Chappell (ASCAP)

RECORDS AVAILABLE. J Cassidy V 14-8017, E. Fisher-H Winterhalter V 20-4838, J Fremaux Cap 2154 Harmonicats Mercury 5908 G Lombardo Dec 28388 F Warren MGM 11278

ELECTRICAL TRANSCRIPTION LIBRARIES: Lenny Herman, Lang-Worth; Earl Sheldon, Associated

**2. 4. Auf Wiederseh'n Sweetheart**

By Parsons & Storch—Published by Hill & Range (BMI)

RECORDS AVAILABLE: Ames Brothers, Coral 60773; L. Ballard, Grenobel 803; L. Buster Cap 2143 Champ Butler-P Faith, Col 39776; DeMarco Sisters, MGM 11278 Ken Griffin, Col; E Howard Mercury 5871; G Lombardo Dec 28271; V. Lynn, London 1227; Sharkey & Band Cap, B Shepard-H Winterhalter, V 20-4777 Stubby and the Buccaneers Bande 299.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dolly Cave, Thesaurus; Julian Gould, Lang-Worth. George Straus, Associated

**4. 5. Half as Much**

By C Williams—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: L. Ballard Grenobel 804, R Clooney, Col 39710; K. Griffin Col 39809, G Lombardo, Dec 28271, K. Marvin, Mercury 5846; G. Washington, Mercury 8294 C. Williams, Col 28879; H. Williams, MGM 11282.

ELECTRICAL TRANSCRIPTION LIBRARIES Julian Gould, Lang-Worth; Leon Payne, Lang Worth; Earl Sheldon, Associated

**7. 6. Jambalaya**

By Hank Williams—Published by Acuff-Rose (BMI)

RECORDS AVAILABLE: R. Allen Dec 28341; Camarata Ork-S Larson Dec 28367 B Hefti-F Wayne, Coral 60816 Moon Mullican, King 1106; J Stafford, Col 39838, T Turner, Dbcb 6907, Hank Williams, MGM 11283

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth; Dave Terry, Associated

**10. 7. High Noon**

By Dimitri Tiomkin—Published by Feist (ASCAP)

RECORDS AVAILABLE. B Hayes, MGM 11266 R Keith, King 15194 — Laine Mercury 5878 Tex Ritter Cap 2126 L. Ross, London 1232

ELECTRICAL TRANSCRIPTION LIBRARIES: Vincent Lopez, Thesaurus; Glenn Osser Associated

**9. 8. Meet Mr. Callaghan**

By Eric Spear—Published by Leeds ASCAP)

RECORDS AVAILABLE. C. Atkins, V 20-4896; G. Cavallaro, Dec 28373; H. Grove Ira, London 1248, Harmonicats, Mercury 5908; Melachrino Strings, V 25-4091; L. Paul-M Ford, Cap 2193, P Todd, MGM 30648; L. Welk, Coral 60828

ELECTRICAL TRANSCRIPTION LIBRARIES: Earl Sheldon, Associated.

**– 9. Somewhere Along the Way**

By Sammy Gallop, Kurt Adams—Published by United (ASCAP)

RECORDS AVAILABLE: G. Ammons, Dec 28222; T. Bennett, Col 39695; Nat (King) Cole, Cap 2069, J Gray Dec 28141, I Jacquet, Mercury 8908; G. Lombardo, Dec 28411, H. Winterhalter, V 20-4893.

ELECTRICAL TRANSCRIPTION LIBRARIES: Gould and Silans, Lang-Worth; Glenn Osser, Associated.

**8. 10. Walkin' My Baby Back Home**

By Ray Turk & Fred Ahlert—Published by De Sylva, Brown Henderson (ASCAP)

RECORDS AVAILABLE: Nat (King) Cole & B. May, Cap 2130; G. Lombardo, Dec 28277, D. Martin, Apollo 1086; F. Norman's Ork, Top-Tex 78-135, J. Ray, Col 39758; C. Spivak, London 1091; J. Stafford, Cap F-995.

ELECTRICAL TRANSCRIPTION LIBRARIES: Jan Arnold Ork, Standard Radio, Tex Beneke, Thesaurus; Henry Busse, Lang-Worth; Earl Sheldon, Associated.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

# Capitol Buyboard

## TOP SELLERS—POPULAR

. . . Based on Actual Capitol Sales Reports

| | | Record No. |
|---|---|---|
| 1. | MEET MISTER CALLAGHAR<br>TAKE ME IN YOUR ARMS AND HOLD ME — L. Paul & M. Ford | 2193 |
| 2. | COMES A-LONG A-LOVE<br>THREE LETTERS — K. Starr | 2213 |
| 3. | BECAUSE YOU'RE MINE<br>I'M NEVER SATISFIED — N. Cole | 2212 |
| 4. | SOMEWHERE ALONG THE WAY<br>WHAT DOES IT TAKE — H. Cole | 2069 |
| 5. | KAY'S LAMENT<br>FOOL, FOOL, FOOL — K. Starr | 2151 |
| 6. | WALKIN' MY HANY BACK HOME<br>FUNNY — N. Cole | 2130 |
| 7. | STAR DUST<br>BEEHIVE — S. Keaton | 2214 |
| 8. | YOU BELONG TO ME<br>HOMINY GRITS — O. Martin | 2185 |
| 9. | ADIOS<br>DAMMIN', YOU CAN'T LOVE TWO — G. MacKenzie | 2158 |
| 10. | MANLYN<br>HANOLE'S ISLAND — H. Anthony | 2207 |
| 11. | HELLO OUT THERE, HELLO<br>MEMPHIS IN JUNE — J. Mercer & O. May | 2210 |
| 12. | IN THE GOOD OLD SUMMERTIME<br>SMOKE RINGS — T. Ford & M. Ford | 2173 |
| 13. | TUXEDO JUNCTION<br>IT'S A BLUE WORLD — Four Freshmen | 2152 |
| 14. | CAN, CAN, CAN<br>HOT LIPS — J. Shard | 2208 |
| 15. | FAITH CAN MOVE MOUNTAINS<br>THE MUSIC AND THE PEARL — N. Cole | 2230 |

## BEST SELLING POPULAR ALBUMS

. . . Based on Actual Capitol Sales Reports

| | | Alb. No. |
|---|---|---|
| 1. | WITH A SONG IN MY HEART — Jane Froman | 309 |
| 2. | BIG BAND BASH! — Billy May | 329 |
| 3. | ROMANCE IN THE AIR — Voices of Walter Schumann | 347 |
| 4. | THE JUST JAZZ ALL STARS — Louis Bellson | 348 |
| 5. | A HAND IS BORN — Billy May | 349 |
| 6. | MOODS FOR TWILIGHT — Francis Scott | 331 |
| 7. | PENTHOUSE SERENADE — Nat (King) Cole | 332 |
| 8. | THE MERRY WIDOW — Gordon MacRae & Lucille Norman | 335 |
| 9. | YOGI YORGESSON'S FAMILY ALBUM — Yogi Yorgesson | 336 |
| 10. | BENNY GOODMAN TRIO — Benny Goodman | 343 |
| 11. | LEGEND OF THE SUN VIRGIN — Yma Sumac | 299 |
| 12. | VIRGIN OF THE SUN GOD — Yma Sumac | 244 |
| 13. | CHRISTMAS IN THE AIR — Voices of Walter Schumann | 9106 |


**Skeets McDonald's**

biggest Capitol record!

—the unusual love song

"DON'T LET THE STARS GET IN YOUR EYES"

and his clever novelty

"BIG FAMILY TROUBLE"

Record No. 2216


## TOP COUNTRY and HILLBILLY

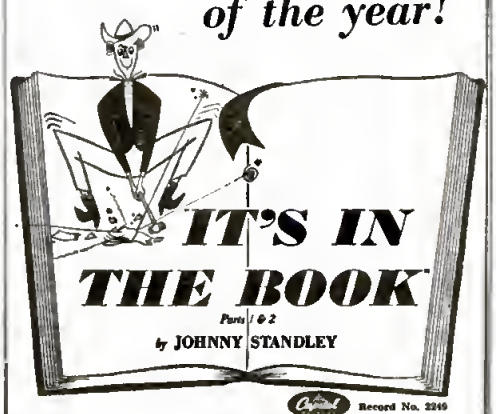
. . . Based on Actual Capitol Sales Reports

| | | Record No. |
|---|---|---|
| 1. | I'M NOG-TIED NVER YOU<br>EALSE HEARTED GIRL — T. Ernie & E. M. Morse | 2213 |
| 2. | BLACKHERNY BOOGIE<br>TENNESSEE LOCAL — T. Ernie | 2170 |
| 3. | HIGH NOON<br>GO ON! GET OUT! — T. Hitter | 2120 |
| 4. | THE WILD SIDE OF LIFE<br>CRYIN' IN THE DEEP BLUE SEA — H. Thompson | 1942 |
| 5. | DON'T LET THE STARS GET IN YOUR EYES<br>BIG FAMILY TROUBLE — S. McDonald | 2216 |
| 6. | A NOW COLD HEARTED CAN YOU GET<br>IT'S BETTER TO HAVE LOVED A LITTLE — H. Thompson | 2169 |
| 7. | WAITING IN THE LOBBY OF YHUR HEART<br>DON'T MAKE ME CRY AGAIN — H. Thompson | 2063 |
| 8. | SAVING MY TEARS<br>WHAT CAN I DO WITH MY SORROW — E. Young | 2171 |
| 9. | TENNESSEE TALKIN' DOLL<br>YOU'RE GONNA BE SORRY — G. O'Quin | 2218 |
| 10. | I WENT TO YOUR WEDDING<br>PALE MOON — J. Wakely | 2221 |

## LATEST CAPITOL RELEASES No. 337

| | | Record No. |
|---|---|---|
| | WHEN I DREAM<br>BACK STREET AFFAIR — B. Eberly | 2239 |
| | SECOND CHANCE<br>I KNOW A DREAM WHEN I SEE ONE — O. Martin | 2240 |
| | STAY WHERE YOU ARE<br>LAUGHING — J. Froman | 2241 |
| | OUR LOVE ISN'T LEGAL<br>DON'T SNEAK THE SIXTH COMMANDMENT — M. & W. Tuttle | 2242 |
| | BILL BAILEY, WON'T YOU PLEASE COME HOME?<br>FAMOUS DOOR BOOGIE — Sherkey | 2243 |
| | NICOTINE FITS<br>NOT NOW MAMA — J. Dolan | 2244 |
| | I'LL SEE YOU IN MY DREAMS<br>CANNON BALL RAG — M. Travis | 2245 |
| | HORNPIPE MAMBO<br>LLEGASTE TAHOE — C. Noyes | 2246 |
| | OINK, OINK MAMBO<br>CONCUSSION MAMBO — C. Noyes | 2247 |
| | THE GLOW WORM<br>THE NEW ARMOIRE — J. Mercer | 2248 |
| | IT'S IN THE BOOK—PART I<br>IT'S IN THE BOOK—PART II — J. Standley with B. Weidt | 2249 |


*The zaniest record of the year!*





## BEST SELLING CAPITOL CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. HOZO HAS A PARTY — Cap(70)DBX-3133; (45)CBXF-3133
2. ROBIN HOOD — Cap(70)DBX-3130; (43)CBXF-3138
3. HOPALONG CASSIDY AND THE TWO-LEGGED WOLF — Cap(70)CAS-3109; (45)CASF-3109
4. BUGS BUNNY AND THE GROW-SMALL JUICE — Cap(70)CAS-3119; (45)CASF-3119
5. TWEET, TWEET, TWEETY — Cap(78)CAS-3118; (45)CASF-3118
6. HENERY HAWK'S CHICKEN HUNT — Cap(70)CAS-3137; (45)CASF-3137
7. THE NOISY EATER — Cap(70)CAS-3120; (45)CASF-3120
8. SPARKY'S MAGIC ECHO — Cap(70)CAS-3134; (45)CASF-3134
9. WOODY WOODPECKER AND THE SCARECROW — Cap(70)CAS-3140; (45)CASF-3140
10. TWEETY PIE — Cap(78)CAS-3074; (43)CASF-3074
11. BONGO THE CIRCUS BEAR — Cap(70)CAS-3132; (45)CASF-3132
12. NOAH AND THE ARK — Cap(7M)CAS-3130; (45)CASF-3138
13. BOZO AT THE CIRCUS — Cap(70)DBX-114; (45)CBXF-3030


*Two Hits! Back-to-Back —by—*

Nat "KING" Cole

NAT SCORES AGAIN with his mellow version of the hit song

"FAITH CAN MOVE MOUNTAINS"

and the ballad from Paramount's film "Thunder in the East"

"THE RUBY AND THE PEARL"

CAPITOL RECORD NO. 2230

# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).*

## • Records Most Played by Disk Jockeys

*. . . Based on reports received Sept. 17, 18 and 19*

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. Unless shown in this chart, other available records or tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

| POSITION This Week | Last Week | Weeks to date | | |
|---|---|---|---|---|
| 6 | 1 | 1 | 1. YOU BELONG TO ME ..... J. Stafford ..... Col(78)39811, (45)4-39811—BMI | |
| 16 | 5 | 5 | 5. WISH YOU WERE HERE ..... R. Fisher-N. Winterhalter ..... V(78)20-4830; (45)47-4830—ASCAP | |
| 4 | 5 | 3 | 3. I WENT TO YOUR WEDDING ..... P. Page ..... Mercury(78)5899, (45)5899X45—BMI | |
| 4 | 6 | 4 | 4. YOU BELONG TO ME ..... P. Page ..... Mercury(78)5899; (45)5899X45—BMI | |
| 21 | 3 | 5 | 5. HALF AS MUCH ..... R. Clooney ..... Col(78)39710; (45)4-39710—BMI | |
| 5 | 16 | 6 | 6. JAMBALAYA ..... J. Stafford ..... Col(78)39831; (45)4-39838—BMI | |
| 8 | 15 | 7 | 7. I SHOULD CARE ..... R. Flanagan ..... V(78)20-4885; (45)47-4885—ASCAP | |
| 17 | 12 | 8 | 8. SOMEWHERE ALONG THE WAY ..... Nat (King) Cole ..... Cap(78)2069, (45)F-2069—ASCAP | |
| 15 | 4 | 9 | 9. AUF WIEDERSEHN, SWEETHEART ..... V. Lynn ..... London(78)1227; (45)45-1227—BMI | |
| 7 | 16 | 10 | 10. HIGH NOON ..... F. Laine ..... Col(78)39770, (45)4-39770—ASCAP | |
| 5 | 7 | 11 | 11. MEET MR. CALLAGHAN ..... L. Paul ..... Cap(78)2193; (45)F-2193—ASCAP | |
| 15 | 6 | 12 | 12. BOTCH-A-ME ..... R. Clooney ..... Col(78)39767; (45)4-39767—BMI | |
| 6 | 11 | 12 | 12. TEYING ..... Hilltoppers ..... Dot(78)15018, (45)45-15018—ASCAP | |
| 14 | 9 | 14 | 14. AUF WIEDERSEHN, SWEETHEART ..... E. Howard ..... Mercury(78)5871; (45)5871X45—BMI | |
| 5 | 15 | 15 | 15. TOO OLD TO CUT THE MUSTARD ..... M. Dietrich-E. Clooney ..... Col(78)39812, (45)4-39812—BMI | |
| 5 | 25 | 16 | 16. YOU BELONG TO ME ..... D. Martin ..... Cap(78)2165; (45)F-2165—BMI | |
| 1 | — | 17 | 17. GLOW WORM ..... Mills Brothers ..... Dec(78)28384; (45)9-28384—BMI | |
| 5 | 14 | 18 | 18. WALKIN' TO MISSOURI ..... S. Kaye ..... Col(78)39769, (45)4-39769—ASCAP | |
| 19 | 16 | 18 | 18. WALKIN' MY BABY BACK HOME ..... J. Kay ..... Col(78)10135, (45)4-10135—ASCAP | |
| 1 | — | 20 | 20. MADEMOISELLE ..... E. Howard ..... Mercury(78)5898, (45)5898X45—ASCAP | |
| 6 | 12 | 21 | 21. DOODLETOWN FIFERS ..... Banter-Flanagan ..... V(78)20-4866, (45)47-4866—ASCAP | |
| 4 | 23 | 22 | 22. PEET UP ..... G. Mitchell-M. Miller ..... Col(78)39822; (45)4-39822—ASCAP | |
| 5 | 17 | 23 | 23. TAKE ME IN YOUR ARMS AND HOLD ME ..... L. Paul-M. Ford ..... Cap(78)2193; (45)F-2193—BMI | |
| 1 | — | 23 | 23. MEET MR. CALLAGHAN ..... M. Miller ..... Col(78)39851; (45)4-39851—ASCAP | |
| 1 | — | 23 | 23. TEYING ..... E. Fitzgerald ..... Dec(78)28375, (45)9-28375—ASCAP | |
| 5 | 24 | 26 | 26. STRING ALONG ..... Ames Brothers ..... Coral(78)60804; (45)9-60804—BMI | |
| 1 | — | 26 | 26. BIM BAM BABY ..... F. Sinatra ..... Col(78)39819, (45)4-39819—ASCAP | |
| 1 | — | 28 | 28. BLUES IN THE NIGHT ..... R. Clooney ..... Col(78)39813; (45)4-39813—ASCAP | |
| 1 | — | 29 | 29. WISH YOU WERE HERE ..... J. Framus ..... Cap(78)2154, (45)F-2154—ASCAP | |
| 1 | — | 30 | 30. AZUETE ..... P. Sinatra ..... Col(78)39819, (45)4-39819—BMI | |
| 11 | — | 28 | 28. WALKIN' MY BABY BACK HOME ..... Nat (King) Cole ..... Cap(78)2130; (45)F-2130—ASCAP | |

## VOX JOX

By GENE PLOTNIK

### Chatter

**Leroy Woodward**, dejay on WVJS, Owensboro, Ky., recently became mayor of that town, which has a population of 35,000, following the death of former Mayor Weir. . . . Disk jockeys in the vicinity of the Brockton (Mass.) Fair this year participated in record hops staged there from 7:30 to closing each night. . . . **Bill Garr** of KWKW, Pasadena, Calif., has been doing his Saturday afternoon record shows from the Los Angeles County Fair. . . . **Allen James** for one week this summer did his platter shows for WRFD, Worthing, O., from the grounds of the Ohio State Fair. . . . **Carl Ide** recently began "Ladd's Car Cabaret" over WNJR, Newark, N. J., for Ladd's Auto Sales there. Ide plans to include interviews with entertainers in New York. . . . **Bob Cavanaugh** of KRIB, Mason City, Ia., is interested to know the whereabouts of **Harry Grove**, former "Meet Mr. Music" on KCMO, Kansas City, Mo. . . . **Al Mortimar** goes on with a wee-hour record show over WRAK, Williamsport, Pa., which will be called "Night Al". Besides records he wants to use taped intros of the artists. . . . **Bob Linville**, known in Pittsburgh as "The Man in the Moon," has started a new top-tune show on WCAE from 11:15 p.m. to 1 a.m. nightly.

### YESTERYEARS' TOPS

**The nation's top tunes on records as reported in The Billboard of . . .**

**• SEPTEMBER 26, 1942**

1. Kalamazoo
2. He Wears a Pair of Silver Wings
3. My Devotion
4. I Left My Heart at the Stage Door Canteen
5. Take Me
6. Strictly Instrumental
7. Serenade in Blue
8. Jingle, Jangle, Jingle
9. Amen
10. Strip Polka

**• SEPTEMBER 27, 1947**

1. Near You
2. Peg o' My Heart
3. I Wonder Who's Kissing Her Now
4. That's My Desire
5. Smoke, Smoke, Smoke (That Cigarette)
6. Feudin' and Fightin'
7. When You Were Sweet Sixteen
8. I Wish I Didn't Love You So
9. The Lady From 26 Palms
10. I Have But One Heart

### Gimmix

**Tom Edwards**, of WERE, Cleveland, is selling "TE Picture Pac No. 5" for 10 cents, with the profits going to the Muscular Distrophy Association. He's sold 2,000 so far. Pictures are **Guy Mitchell**, **Paul Bruno**, the **Four Lads** and **Jaz Southern**. . . . **Bob Watson**, of WSB, Atlanta, is getting copies of Decca's "Curtain Call" albums from **Jim Lee**, Decca head in Atlanta, to award each night to person calling in from farthest distance

### Raves and Rants

**Gerry Grainger** of KOSA, Odessa, Tex., says that **Ralph Flanagan's** "I Should Care" is now going great in his area, tho it started like a sleeper. . . . **Bob King**, WMBD, Peoria, Ill., has only bouquets for **Juna Valli** for taking time out to give him a long-distance call for playback on his Saturday afternoon record show. . . . **Elspeth Simmon**, record librarian of WATL, Atlanta, asks why someone doesn't record an instrumental of "Wish You Were Here." . . . **Jim Stewart** of WRBI, Columbus, Ga., and **Don Ross** of WJTN, Jamestown, N. Y., both say they get a lot of requests for London Records but can't play 'em because they can't get 'em. . . . **Roger Nash**, WJMR, New Orleans, declares that **Kay Starr's** "Those Letters" is a steal from **Larry Dernell's** "I'll Get Along Somehow" on Regal.

## • Best Selling Sheet Music

*. . . Based on reports received Sept. 17, 18 and 19*

Tunes listed are the nationat best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is a film, (M) indicates tune is in legit musical, (R) indicates tune is available on records.

| POSITION This Week | Last Week | Weeks to date | | |
|---|---|---|---|---|
| 5 | 2 | | 1. YOU BELONG TO ME (R) ..... Ridgeway | |
| 13 | 1 | | 2. AUF WIEDERSEH'N, SWEETHEART ..... Hill & Range | |
| 9 | 3 | | 3. WISH YOU WERE HERE (R) (F) ..... Chappell | |
| 3 | 5 | | 4. I WENT TO YOUR WEDDING (R) ..... St. Louis | |
| 15 | 4 | | 5. HALF AS MUCH ..... Acuff-Rose | |
| 12 | 8 | | 6. SOMEWHERE ALONG THE WAY (R) ..... United | |
| 14 | 6 | | 7. WALKIN' MY BABY BACK HOME (R) ..... DeSylva, Brown & Henderson | |
| 2 | 10 | | 8. JAMBALAYA (R) ..... Acuff-Rose | |
| 28 | 7 | | 9. BLUE TANGO (R) ..... Mills | |
| 2 | 12 | | 10. ZING A LITTLE ZONG ..... Burvon | |
| 5 | 9 | | 11. HIGH MOON (R) (F) ..... Feist | |
| 2 | 12 | | 12. MEET MR. CALLAGHAN (R) ..... Leeds | |
| 10 | 11 | | 13. BOTCH-A-ME (R) ..... Hollis | |
| 2 | — | | 14. WALKIN' TO MISSOURI (R) ..... Howthorne | |
| 18 | 14 | | 15. HERE IN MY HEART (R) ..... Mellin | |

## • Songs With Greatest Radio Audiences (ACI)

Tunes heard have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 tunes in the case of ties) tunes alphabetically. This music checked is correspondingly (over 60 per cent) alive.

(F) indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers, no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted.

| | | |
|---|---|---|
| 1. | Auf Wiedersehn Sweetheart (R) | Hill & Range—BMI |
| 2. | Blow Out the Candle (R) | DeSylva, Brown & Henderson—ASCAP |
| 3. | Botch-A-Me (R) | Hollis—BMI |
| 4. | Glow Worm (R) | E & Marks—BMI |
| 5. | Half as Much (R) | Acuff-Rose—BMI |
| 6. | Here Comes That Mood (R) | Life—BMI |
| 7. | How Close (R) | Life—BMI |
| 8. | I Went to Your Wedding (R) | Hill & Range—BMI |
| 9. | I'll Forget You (R) | Whitmark—ASCAP |
| 10. | I'm Yours (R) | Algonquin—BMI |
| 11. | Kiss of Fire (R) | Duchess—BMI |
| 12. | Live Oak Tree (R) | Burvon—ASCAP |
| 13. | Luna Rosa (R) | Bregman, Vocco & Conn—ASCAP |
| 14. | Maybe (R) | Robbins—ASCAP |
| 15. | Meet Mr. Callaghan (R) | Leeds—ASCAP |
| 16. | My Love and My Devotion (R) | Shapiro-Bernstein—ASCAP |
| 17. | Once in a While (R) | Miller—ASCAP |
| 18. | Roses of Yesterday (R) | Berlin—ASCAP |
| 19. | Some Day (R) | Famous—ASCAP |
| 20. | Somebody Loves Me (R) | Harms—ASCAP |
| 21. | Somewhere Along the Way (R) | United—ASCAP |
| 22. | Sweetest Words I Know (R) | Life—BMI |
| 23. | Two-Faced Clock (R) | Robbins—ASCAP |
| 24. | Walkin' My Baby Back Home (R) | DeSylva, Brown & Henderson—ASCAP |
| 25. | Walkin' to Missouri (R) | Hawthorne—ASCAP |
| 26. | Wedding Bells Will Soon Be Ringin' (R) | Laurel—ASCAP |
| 27. | When I Fall in Love (R) | Victor Young—ASCAP |
| 28. | Wish You Were Here (R) | Chappell—ASCAP |
| 29. | You Belong to Me (R) | Ridgeway—BMI |
| 30. | You Intrigue Me (R) | Remick—ASCAP |
| 31. | Zing a Little Zong (R) | Burvon—ASCAP |

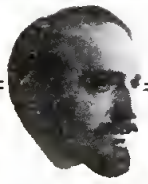
### Top 10 in Television

| | | |
|---|---|---|
| 1 | Down by the O-H-I-O | Forster—ASCAP |
| 2 | Half as Much (R) | Acuff-Rose—BMI |
| 3 | High Noon (R) | Feist—ASCAP |
| 4 | I'm Yours (R) | Algonquin—BMI |
| 5 | Jambalaya (R) | Acuff-Rose—BMI |
| 6 | Kiss of Fire (R) | Duchess—BMI |
| 7 | See America First (R) | Duet—ASCAP |
| 8 | Walkin' My Baby Back Home (R) | DeSylva, Brown & Henderson—ASCAP |
| 9 | Wish You Were Here (R) | Chappell—ASCAP |
| 10 | You Belong to Me (R) | Ridgeway—BMI |

## • England's Top Twenty

| POSITION This Week | Last Week | Weeks to date | | English | American |
|---|---|---|---|---|---|
| 12 | 8 | 1. | HOMING WALTZ | Reine | Miller |
| 19 | 3 | 2. | HIGH NOON | Rubbins | Feist |
| 17 | 3 | 3. | AUF WIEDERSEH'N, SWEETHEART | Maurice | Hill & Range |
| 14 | 4 | 4. | BLUE TANGO | Mills | Mills |
| 11 | 5 | 5. | I'M YOURS | Mellin | Algonquin |
| 6 | 6 | 6. | WALKIN' MY BABY BACK HOME | Victoria | De Sylva & Henderson |
| 7 | 8 | 7. | DAY OF JUBILO | Connelly | Montclare |
| 14 | 9 | 8. | KISS OF FIRE | Duchess | Duchess |
| 11 | 7 | 9. | FROM THE TIME YOU SAY GOODBYE (The Parting Song) | Pickwick | Pickwick |
| 1 | 18 | 10. | ROCK OF GIBRALTAR | Connelly | Montclare |
| 5 | 12 | 11. | SOMEWHERE ALONG THE WAY | Magna | United |
| 9 | 11 | 12. | TRUST IN ME | Lawrence Wright | Advanced |
| 2 | 19 | 13. | FAITH | Hit Songs, Ltd. | J. J. Robbins |
| 8 | 13 | 14. | MEET MR. CALLAGHAN | Tofi | Leeds |
| 2 | 15 | 15. | SUGARBUSH | Chappell | G. Schirmer |
| 4 | 18 | 16. | WHEN YOU'RE IN LOVE | Connelly | Alamo |
| 22 | 16 | 17. | NEVER | Francis Day & Hunter, Ltd. | Mellin |
| 1 | 1 | 19. | ISLE OF INNISFREE | Peter Maurice | Leeds |
| 10 | 14 | 20. | BLACKSMITH BLUES | Chappell | Hill & Range |

# COLUMBIA COUNTER-POINTS



### The Pitch From Mitch

ORDINARILY you'd say any record company which plugs another company's talent is running out of its groove. And ordinarily I'd say you were right. This time, though, it's a little different, because the talent I'm talking about is *Hank Williams*. Man, that's one crazy song-writer. He's cranked out five straight hits in a row, which makes him practically the Conestoga edition of *Rodgers* and *Hammerstein*, and there's a new one coming through with all the potential to make it an even half-dozen.

The new one is "You Win Again," sung by our boy *Champ Butler*, and my advice to you is to keep your eye on it. The others? Well, first there was "Cold, Cold Heart" which consolidated *Tony Bennett's* position as an important new star. Then there was "Hey, Good Lookin," which *Jo Stafford* and *Frankie Laine* kicked around to some solid returns. Then came "Half as Much," which is still one of the country's biggest numbers, and gave *Rosemary Clooney* another sensational waxing. And right now *Jo Stafford* is mixing up a tasty mess of royalties with "Jambalaya."

Finally, there's "Setting the Woods on Fire,' which we've just made with *Jo* and *Frankie Laine*. If there ever was a record made for a night on the town, this is it! Comes a time in the evening when you want to break things up, and that's the way this side feels. The kids have never been in better form, and we're on our way to another big one. Consequently, thanks to *Hank Williams!*

*Mitch*

PIECE A-PUDDIN'
SETTIN' THE WOODS ON FIRE
78 rpm 39867 • 45 rpm 4-39867

### New Folk Releases

ROY ACUFF
SHE ISN'T GUARANTEED
WONDER IS ALL I DO
78 rpm 21018 • 45 rpm 4-21018

TOMMY WARREN
DO YOU CARE FOR ME?
I'M JUST IN TIME TO BE TOO LATE
78 rpm 21017 • 45 rpm 4-21017

DAISY MAE and OLD BROTHER CHARLIE
LOOKING THROUGH THE WINDOW OF HEAVEN
GRACE FOR EVERY NEED
78 rpm 21019-a • 45 rpm 4-21019-a

### New Okeh Releases

RED SAUNDERS and his Orchestra
PIECE A-PUDDIN'
LAST NIGHT'S PARTY
78 rpm 6914 • 45 rpm 4-6914

*Extra Special! Rosie's Newest!*

ROSEMARY CLOONEY
with Percy Faith
BLUES IN THE NIGHT
WHO KISSED ME LAST NIGHT?
78 rpm 39813 • 45 rpm 4-39813

### New Pop Releases

the original!
YOU'LL NEVER GET AWAY
sung by
THE PAULETTE SISTERS
and PETER HANLEY
with LARRY CLINTON
and his Orchestra
b/w MY-NA-SNAY-NA TY-RA
(My Sweet and Dear One)
78 rpm 39872 • 45 rpm 4-39872

### New Children's Records

PETER PIPER With Orchestra
TIP TOE THE BIRTHDAY ELF
BIRTHDAY PARTY WITH TIP TOE
78 rpm Set MJV-145 • 45 rpm Set MJV 4-145

### New International Releases

NORBIE BAKER And His Polka Boys
BLUE RIBBON POLKA
NOW AND FOREVER
78 rpm 10095

CHESTER BUDNY and His Boys
SOUVENIR POLKA
JOHNNIE
78 rpm 10096

### Recent Album Successes

LUNCEFORD SPECIAL
Lunceford Special • Uptown Blues • Well, All Right Then • What's Your Story, Mornin' Glory • The Lonesome Road • Baby, Won't You Please Come Home • Chopin's Prelude No. 7 • White Heat
JIMMIE LUNCEFORD and His Orchestra
"Lp" GL 104 • 45 Set G 4-18

MITCH MILLER WITH HORNS AND CHORUS
Kalamazoo to Timbuktu • Keep Me in Mind • The Sea of the Moon • Green Sleeves • Tzena Tzena Tzena • Autumn Leaves • Au Revoir Again • Song of Delilah
MITCH MILLER with the Paulette Sisters, Peter Hanley and Burt Taylor
"Lp" CL 6222 • 45 Set B-315

HARMONICA IMPRESSIONS
Pavanne • Our Waltz • Bali Ha'i • El Rancho Grenda • Liza • Clair de Lune • Always • Tia Juana
EDDY MANSON, Harmonica, with Quintet Acc.
"Lp" CL 6184 • 45 Set B-265

Franz Lehar's THE MERRY WIDOW
(Produced by Goddard Lieberson)
with DOROTHY KIRSTEN
and ROBERT ROUNSEVILLE
and Genevieve Warner, Wesley Dalton and supporting cast • Chorus and Orchestra conducted by Lehman Engel
the complete score: "Lp" ML 4666
selections: 45 Set B-320 • 78 Set C-320

### Best Sellers

Based on actual sales reports for week ending September 20

JO STAFFORD
YOU BELONG TO ME
PRETTY BOY
78 rpm 39811 • 45 rpm 4-39811

JO STAFFORD
JAMBALAYA
EARLY AUTUMN
78 rpm 39838 • 45 rpm 4-39838

ROSEMARY CLOONEY
HALF AS MUCH
POOR WHIP-POOR-WILL
78 rpm 39718 • 45 rpm 4-39718

* ROSEMARY CLOONEY
BLUES IN THE NIGHT
WHO KISSED ME LAST NIGHT?
78 rpm 39813 • 45 rpm 4-39813

SAMMY KAYE
WALKIN' TO MISSOURI
ONE FOR THE WONDER
78 rpm 39769 • 45 rpm 4-39769

FRANKIE LAINE
HIGH NOON
ROCK OF GIBRALTAR
78 rpm 39770 • 45 rpm 4-39770

JOHNNIE RAY
LOVE ME
FAITH CAN MOVE MOUNTAINS
78 rpm 39837 • 45 rpm 4-39837

SAMMY KAYE
IT WASN'T GOD WHO MADE HONKY TONK ANGELS
I WENT TO YOUR WEDDING
78 rpm 39856 • 45 rpm 4-39856

ROSEMARY CLOONEY
BOTCH-A-ME
ON THE FIRST WARM DAY
78 rpm 39787 • 45 rpm 4-3978

DORIS DAY and FRANKIE LAINE
SUGARBUSH
HOW LOVELY COOKS THE MEAT
78 rpm 39693 • 45 rpm 4-3969

JOHNNIE RAY
WALKING MY BABY BACK HOME
GIVE ME TIME
78 rpm 39758 • 45 rpm 4-3975

TONY BENNETT
HAVE A GOOD TIME
PLEASE, MY LOVE
78 rpm 39764 • 45 rpm 4-3976

*first week out, and on the best-seller list! keep an eye on it!

COLUMBIA RECORDS

"Columbia", "Masterworks", "Hall", (Lp) and (45) Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).*

## • Best Selling Pop Singles

**. . . Based on reports received Sept. 17, 18 and 19**

Records listed are those selling best in the nation's the volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically according to greatest sales. The "B" side of each record is also listed.

| POSITION Weeks to date | Last Week | This Week | | |
|---|---|---|---|---|
| 8 | 1 | 1. | TOU BELONG TO ME ..... J. Stafford<br>Pretty Boy ....Col(78)39811; (45)4-39811—BMI | |
| 8 | 2 | 2. | I WONT TO TOUS WEDDING..P. Page<br>You Belong to Me Mercury(78)5899, (45)5899X45—BMI | |
| 11 | 3 | 3. | WISN TOU W888 N88E ....E. Fisher-N. Wiederhalter<br>Hand of Fate ..V(78)20-4830, (45)47-4830—ASCAP | |
| 8 | 4 | 4. | JAMRALAYA .....J. Stafford<br>Early Autumn ...Col(78)39838; (45)4-39838—BMI | |
| 12 | 7 | 5. | NIGN MOON .....F. Laine<br>Rock of Gibraltar . Col(78)39770, (45)4-39770—ASCAP | |
| 15 | 4 | 6. | AUF WIEDERSEN'N, SWEETNEART .....V. Lyne<br>From the Time We Say Goodbye .London(78)1227, (45)45-1227—BMI | |
| 19 | 5 | 7. | NALF AS MUCN .....R. Clooney<br>Poor Whip-Poor-Will ...Col(78)39710, (45)4-39710—BMI | |
| 8 | R | R. | MEET MR. CALLAGNAN ....L. Paul<br>Take Me in Your Arms ...Cap(78)2193, (45)F-2193—ASCAP | |
| 4 | 10 | 9. | YOU RELONG YO ME .....P. Page<br>I Went to Your Wedding Mercury(78)5899, (45)5899X45—BMI | |
| 5 | 14 | 10. | TSTING .....Nilltoppers<br>You Made Up My Mind Dot(78)15018, (45)45-15018—ASCAP | |
| 4 | 12 | 11. | MEET MR. CALLAGNAN ....N. Grove Trio<br>Intermezzo London(78)1248, (45)45-1248—ASCAP | |
| 14 | 9 | 12. | ROTCN-A-M8 .....R. Clooney<br>On the First Warm Day ....Col(78)39767; (45)4-39767—BMI | |
| 17 | 15 | 13. | SOMEWNRRE ALONG TNE WAY .....Nat (King) Cole<br>What Does It Take ...Cap(78)2069; (45)F-2069—ASCAP | |
| 19 | 11 | 14. | INDIAN LOVE CALL .....Slim Whitman<br>China Doll Imperial(78)8156, (45)45X8156—ASCAP | |
| 4 | 12 | 15. | TOU RELONG TO M8 .....D. Martin<br>Hominy Grits .....Cap(78)2165, (45)F-2165—BMI | |
| 2 | 16 | 16. | NIGN MOON .....Yes Ritter<br>Go On Get Out ...Cap(78)2120, (45)F-2120—ASCAP | |
| 1 | — | 17. | GLOW WORM .....Mills Brothers<br>After All ... Dec(78)28384; (45)9-28384—BMI | |
| 7 | 1R | 1R. | WALRIN' YO MISSOURI ....S. Raye<br>One for the Wonder .Col(78)39769, (45)4-39769—ASCAP | |
| 1 | — | 18. | YOU'LL NEVER GET AWAT..T. Brower-D. Cargill<br>Hockey Song Capitol(78)60829; (45)9-60829—ASCAP | |
| 3R | 20 | 20. | BLUE YANGO .....L. Anderson<br>Belle of the Ball .Dec(78)27875, (45)9-27875—ASCAP | |
| 1 | — | 21. | TABES TWO TO YANGO ....P. Solley<br>Let There Be Love Coral(78)60817, (45)9-60817—ASCAP | |
| 3 | 17 | 22. | BECAUSE TOU'RE MINE ....M. Lanza<br>Song the Angels Sing .V(78)10-3914, (45)49-3914—ASCAP | |
| 3 | 23 | 23. | JAMRALAYA .....Nank Williams<br>Window Shopping .MGM(78)11283; (45)K-11283—BMI | |
| 1 | — | 24. | BECAUSE YOU'RE MINE ....Nat (King) Cole<br>I'm Never Satisfied ...Cap(78)2212, (45)F-2212—ASCAP | |
| 6 | 23 | 25. | YOO OLD TO CUY YNE MUSTARD .....M. Dietrich-R. Clooney<br>Good for Nothing ....Col(78)39812; (45)4-39812—BMI | |
| 1 | — | 25. | LADY OF SPAIN .....S. Fisher-N. Wiederhalter<br>Outside of Heaven ..V(78)20-4953, (45)47-4953—ASCAP | |
| 1 | — | 25. | LOVE M8 .....J. Ray<br>Faith Can Move Mountains ..Col(78)39837; (45)4-39837—ASCAP | |
| 1 | — | 28. | COMES A-LONG A-LOVE . R. Starr<br>Three Letters ...Cap(78)2213; (45)F-2213—ASCAP | |
| 4 | — | 28. | FEET UP .....G. Mitchell-M. Miller<br>Jenny Kissed Me ..Col(78)38822, (45)4-39822—ASCAP | |
| 1 | — | 28. | MEET MR. CALLAGNAN ....C. Cavaliere<br>Runnin' Wild Boogie .Dec(78)28373, (45)9-28373—ASCAP | |

## • Best Selling Classical Albums

### Best Selling 33⅓ R.P.M.

| Last Week | This Week | |
|---|---|---|
| 1 | 1. | Berlioz Harold in Italy, & Primrose, Royal Philharmonic Ork, Sir Thomas Beecham, conducting .....Col (33) RL-4542 |
| 2 | 2. | De Falla. Three Cornered Hat; S. Danca, S. Romande Ork, E. Ansermet, conducting .....London (33) LLP-598 |
| 5 | 3 | Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor. ...V (33) LM-1002 |
| 3 | 4 | Holst Planets: BBC Symphony Ork, Sir Adrian Boult, conductor ....V (33) LHBV-1002 |
| 4 | 5. | Rachmaninoff: Concerto for Piano & Ork. No 2, A. Rubinstein, piano, NBC Symphony Ork, V Goischmann .....V (33) LM-1005 |

### Best Selling 45 R.P.M.

| | | |
|---|---|---|
| 1 | 1. | Tchaikowsky: Nutcracker Suite, Philadelphia Ork, E. Ormandy, conductor. V (45) WDM-1020 |
| 2 | 2. | Rachmaninoff: Concerto for Piano No. 2; St. Louis Symphony Ork, A. Rubinstein .....V (45) WDM-1075 |
| 3 | 3. | Ravel- Bolero; Boston Symphony Ork, Koussewitzky, conductor.....V (45) WDM-1220 |
| 4 | 4. | Tchaikowsky: Swan Lake Ballet; St. Louis Symphony Ork, V. Goischmann, conductor .....V (45) WDM-1028 |
| 3 | 8. | Rimsky-Korsakov: Scheherazade; San Francisco Symphony Ork, P. Monteux, conductor .....V (45) WDM-920 |
| — | 5. | Puccini: Highlights from Madame Butterfly; L. Albanese, J. Melton, L. Browning RCA Victor Ork, .....V (45) WDM-1068 |

## DEALER DOINGS

### Brickbats and Bouquets

**J. Burton** of **Johnny's Variety Store**, Calhoun Falls, S. C., has become so irked with distribution service that he is considering discontinuance of handling records. Burton says he does mail-order business with some 20 merchandise firms, but record distributors furnish more headaches than all combined. A part of his letter speaks for itself: "I wrote to the four largest distributors at Charlotte, N. C., Columbia, Decca, RCA and Capitol, requesting a letter from each of them together with advice and ideas, and asking a few questions concerning record selling. I received a reply from just one—RCA, which had a representative call on me. From the others—nothing! I very recently made an order to seven distributors, asking for streamers and advertising matter from all of them. Not one sent a single piece of either." . . . Of pro and con, **Adrian's** of Hutchinson, Kan., says: "RCA distributors did everything for a successful local meeting of Victor dealers last month However, RCA's New York office sent two nice guys to handle the meeting. Probably they are smart boys in their respective managerial positions, but as public speakers they would starve to death. Meeting was a dragged-out, boring affair." Conversely, **Lester's**, of Providence, R. I., carols: "Orchids to **Joe Broderick, Merv Amals** and **Al Latanska**, local Capitol distributor personnel, for the great and enthusiastic fall promotion get-together here." . . Again on the O. C. front—**Richards Music Company**, Safford, Ariz. has the horrors about optional center during the Christmas rush. Something like a cookie cutter with three blades should be provided. Also it is against the all-purpose needle for three-speed players. Says it does not get full sound from any record. . . **Beverly Gamble** of Galesburg, Ill., states main beef is with Capitol's optional centers. "Ninety-nine per cent of them we punch out." . . **Clifford L. Barnhart**, Deposit, N. Y., has another slant: "We have little difficulty with O. C's because customers are predominently three-speed owners They buy 33's for album sets, 78's for singles and 45's only when a selection is on 45 r.p.m.

### Collegiate Taste

**Turntable Record Shop**, Columbus, O., catering 90 per cent to college students, reports September, 1951 to September, 1952 sales show cap-and-gowners' preferences as follows—Dance bands: (1) **Stan Kenton**, (2) **Ray Anthony**, (3) **Ralph Flanagan**, (4) **Les Brown**, (5) **Billy May**. Fem vocalists: (1) **Patti Page**, (2) **Kay Starr**, (3) **Jo Stafford**. Male vocalists: (1) **Johnnie Ray**, (2) **Nat (King) Cole**, (3) **Tony Bennett**, (4) **Eddie Fisher**, (5) **Frankie Laine**. Vocal groups: (1) **Four Aces**, (2) **Weller Schuman Voices**, (3) **Ames Brothers**, (4) **Bell Sisters**. Instrumentalists: (1) **Les Paul**, (2) **George Shearing**, (3) **Dave Brubeck**. String orks: (1) **Leroy Anderson**, (2) **Mantovani**, (3) **David Rose**.

## • Best Selling Children's Records

**. . . Based on reports received Sept. 17, 18 and 19**

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

| POSITION Weeks to date | Last Week | This Week | |
|---|---|---|---|
| 7 | 1 | 1. | ROBIN NOOD (2)<br>B. May-E. Pala-G. Wyle-E. Hayes-L. R. Watkins .....<br>.....Cap(78)DBX-3138, (45)CBXF-3138 |
| 92 | 3 | 2. | TWEETY PIE (1)<br>M Blanc-B May.....Cap(78)CAS-3074; (45)CASF-3074 |
| 137 | 2 | 3. | CINDERELLA (2)<br>I Woods and Others.....V(78)Y-399; (45)WY-399 |
| 54 | 4 | 3. | SNOW WNITE AND TNE SEVEN DWARFS (2)<br>Dennis Day .....V(78)Y-33; (45)WY-33 |
| 6R | 12 | 5. | LONE RANGER, Vol. I (1)<br>G Trendle .....Dec(78)K 29, (45)I-152 |
| 69 | 7 | 6. | PETER ANO TNE WOLF (2)<br>Sterling Holloway .....V(78)Y-386; (45)WY-386 |
| 3 | 7 | 6. | ROZO NAS A PARTY (2)<br>B May Ork-P Colvig .....Cap(78)DBX-3133, (45)CBXF-3133 |
| 74 | 10 | 8. | LITTLE ENGINE TNAT COULO (2)<br>P Wing .....V(78)Y-384; (45)WY-384 |
| 2 | 13 | R. | NOIST EATER (1)<br>J Lewis .....Cap(78)CAS-3120, (45)CASF-3120 |
| 2 | 15 | R. | NOPALONG CASSIDY AND TNE TWO-LEGGED WOLF (1)<br>B Boyd .....Cap(78)CAS-3109 (45)CASF-3109 |
| 1 | — | R. | TWEET TWEET TWEETY (1)<br>M Blanc-B May .....Cap(78)CAS-3118, (45)CASF-3118 |
| 193 | 6 | 12. | BOZO AT TNE CIRCUS (2)<br>Alan Livingston-Vance (Pinto) Colvig .....<br>.....Cap(78)BBX-34, (45)CBXF-3030; (33)DBX-114 |
| 190 | 11 | 12. | LITTLE YOOT (1)<br>Don Wilson-The Starlighters .....<br>.....Cap(78)DAS-80; (45)CASF-3001, (33)HX-3065 |
| 9 | — | 12. | TSAIN TO TNE ZOO (1)<br>N Rose .....Children's Guild(78)1001, (45)1001-45 |
| 1 | — | 12. | LITTLE ENGINE TNAT COULD (1)<br>G Lambardo.....Dec(78)K-57, (45)I-182 |

## • Best Selling Pop Albums

**. . . Based on reports received Sept. 17, 18 and 19**

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires so a comparison may be drawn between their 33 pop album sales and their 45 pop album sales. Therefore, The Billboard is no longer attempting to show comparative sales volume between 45 and 33 pop albums

| Last Week | This Week | |
|---|---|---|
| | | **Best Selling 33⅓ R.P.M.** |
| 1 | 1. | WITH A SONG IN MY HEART<br>J Froman .....Cap(78)DDN-309, (33)L-309 |
| 2 | 2. | LOVELY TO LOOK AT<br>Original Cast .....MOM(78)MOM-150, (33)E-150 |
| 3 | 3. | BIG BAND BASH<br>B May .....Cap(78)DCN-329, (33)L-329 |
| 8 | 4. | MERRY WIDOW<br>Original Cast .....MGM(78)MGM-157; (33)E-157 |
| — | 5. | KING AND I<br>Original Cats .....Dec(78)DA-876, (33)DL-9008 |
| 5 | 6. | LIBERACE AT THE PIANO<br>Liberace .....Col(78)A-308 (33)CL-6217 |
| 4 | 7. | SINGIN' IN THE RAIN<br>Original Cast .....MGM(78)MGM-113, (33)E-113 |
| — | 8. | SOUTH PACIFIC<br>Mary Martin-Ezio Pinza .....Col(78)MM-850, (33)ML-4180 |
| 7 | 9. | WISN YOU WERE HERE<br>Original Cast .....V(78)OC-1007, (33)LOC-1007 |
| — | 10. | BAND IS BORN<br>B May .....Cap(78)CCN-348, (33)H-348 |
| | | **Best Selling 45 R.P.M.** |
| 1 | 1. | WITH A SONG IN MY HEART (4)<br>J Froman .....Cap(78)DDN-309, (45)KDF-309 |
| 2 | 2. | LOVELY TO LOOK AT (4)<br>Original Cast .....MGM(78)MGM-150; (45)K-150 |
| 5 | 3. | EDDIE FISHER SINGS (4)<br>E. Fisher .....V(78)P-3025; (45)WP-3025 |
| 3 | 4. | BIG BAND BASH (3)<br>B May .....Cap(78)DCN-329, (45)KCF-329 |
| — | 5. | AN AMERICAN IN PARIS (4)<br>G Kelly G Guetary-J. Green .....MGM(78)MGM-93; (45)K-93 |
| — | 5. | MERRY WIDOW (4)<br>Original Cast .....MGM(78)MGM-157; (45)K-157 |
| 8 | 7. | LIBERACE AT THE PIANO (4)<br>Liberace .....Col(78)A-308; (45)B-308 |
| 8 | 8. | SHOW BOAT (4)<br>Original Cast-K. Grayson-A. Gardner-H Keel...MGM(78)MGM-84, (45)K-84 |
| 18 | 9. | DANCE TO TNE TOP POPS (4)<br>R Flanagan .....V(45)WP-3084 |
| 4 | 10. | JOHNNIE RAY (4)<br>J. Ray-Four Lads-B. Cole Quintet .....Col(78)C-288, (45)B-288 |

## • Classical Reviews

90-100 TOPS
80-89 EXCELLENY
70-79 GOOD
40-69 SATISPACTORY
0-39 POOR

**76** JOHANN STRAUSS: OEN LUSTIGE KRIEG (The Merry War)—Akademie Kammerchor, soloists; Vienna Symphony Ork, Karl Von Pausperti, Cond. (1-12") Vox (33) PL 20600

It's a silly plot, having something to do with a war between two States who have engaged the same ballerina. But since the battles take place for the main part in three-quarter time, listeners to the Strauss operetta will count themselves on the winning side. The opus brims over with sparkling melody. And the performance is excellent. Many will enjoy this one, and Vox should easily be able to move a satisfactory number of copies.

**72** BEETHOVEN: OVERTURES: LEONORE NO. 3, OP. 72; EGMONT, OP. 84; CORIOLAN, OP. 62 — The Bamberg Symphony Ork and Berlin Philharmonic Ork. Joseph Keilberth, Cond. (1-12") Capitol (33) P 8162

Etching the three most popular Beethoven concert overtures on a single disk makes for several commercial prospects. Capitol, the, is not the only industry to which the idea has occurred. Mercury put out the same triple threat some time ago, and on a single 10-inch platter. Nevertheless, the outlook for the current readings seems quite good They are dramatic and in full sympathy with the music. Capitol's sound, too, is fine.

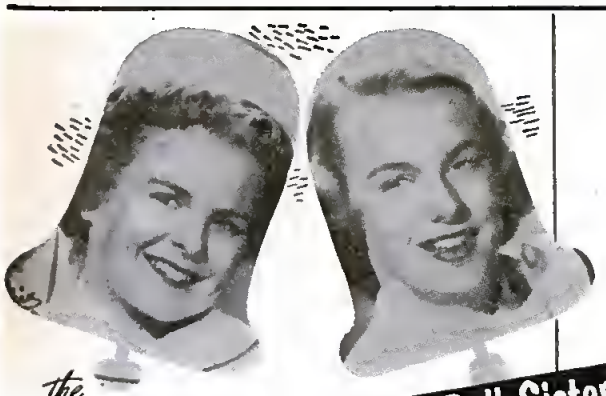
**70** HAYDN GREAT ORGAN MASS OF 1766 —Vienna Symphony Ork, Akademie Kammerchor, soloists, Ferdinand Grossmann, Cond (1-12") Vox (33) PL 7030

Many melodies of beauty and genuine appeal pervade this mass. And while the same distinguishing characteristics are present in many other works in the form, few are so consistently joyful in tone. The mass is performed with great sympathy by the large assemblage under Ferdinand Grossman. Soloists are uniformly good. In all, a fine catlog addition by Vox.

**69** CABILLA WILLIAMS: SPIRITUALS — Borrah Bazala, piano (1-10") RCA (33) E 156

Miss Williams is a fine young artist whose talents become more apparent with each of her appearances, either in recital or on disks. She's heard here in a collection of eight unhackneyed spirituals which the soprate with simplicity and great appeal. Many are certain to find pleasure in the set, includes, "Hold On," "Poor Me," "On Mai Journey," "Talk About a Child," "His Name So Sweet," "When I've Done," "City Called Heaven" and "Oh, What a Beautiful City."

(Continued on page 48)



# "THERE'S A SHIP COMIN' IN" and "IF'N"

RCA VICTOR
20-4961
47-4961

the Bermuda Sisters

The Bell Sisters, that is ...with 2 NEW Smash Hits!

This week's

## New Releases ...on RCA Victor

Release 22-28

*Ships Coast to Coast September 21*

### POPULAR

**JAN PEERCE**
Anywhere I Wander
Marie, My Own (Marie-La-O)
20-4960—(47-4960)*

**THE BELL SISTERS**
If'N
There's a Ship Comin' In 20-4961—(47-4961)*

**HARRY HARDEN**
California Schottisch
Cotton Eyed Joe
20-4963—(47-4963)*

### COUNTRY — WESTERN

**EDDY ARNOLD**
Older and Bolder
I'd Trade All of My Tomorrows (For Just One Yesterday)
20-4954—(47-4954)*

**THE BEAVER VALLEY SWEETHEARTS**
Who'da Ever Thought
I Care No More
20-4953—(47-4953)*

**GRANDPA JONES**
The Closer to the Bone (The Sweeter the Meat)
Sam-A-Frons
20-4956—(47-4956)*

### RHYTHM-BLUES

**PIANO RED**
Yoo Doopee Doo
Daybreak
20-4957—(47-4957)*

**BOB WILLIAMS**
Talk to Me
Early Every Evening
20-4958—(47-4958)*

### RED SEAL SPECIAL

**MARIO LANZA**
You Do Something to Me
Lee-Ah-Loo
10-3961—(49-3961)*

*78 rpm col. nos.

## Going Strong...

$ . . . indicates records, which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

$ **Lady of Spain/Outside of Heaven**
Eddie Fisher ..... 20-4953—(47-4953)

$ **Wish You Were Here/The Hand of Fate**
Eddie Fisher ..... 20-4830—(47-4830)*

$ **I Went to Your Wedding/The Boogie Woogie Flying Cloud**
Hank Snow ..... 20-4909—(47-4909)*

$ **Because You're Mine/The Song Angels Sing**
Mario Lanza ..... 10-3914—(49-3914)

$ **I Laughed at Love/Father Time**
Sonny Gale ..... 20-4789—(47-4789)*

$ **Vanessa/Somewhere Along the Way**
Hugo Winterhalter ..... 20-4691—(47-4691)

$ **You'll Never Get Away/A Man's Best Friend Is His Horse**
Vaughn Monroe ..... 20-4942—(47-4942)*

$ **April in Paris/Moonlight on the Ganges**
Sauter-Finegan Orch. ..... 20-4927—(47-4927)*

$ **A Full Time Job/Shepherd of My Heart**
Eddy Arnold ..... 20-4787—(47-4787)*

$ **Tossin' and Turnin'**
Sonny Gale ..... 20-4901—(47-4901)

$ **Got You on My Mind/One Mint Julep**
Buddy Morrow ..... 20-4868—(47-4868)*

$ **I Should Care/Tippin' In**
Ralph Flanagan ..... 20-4885—(47-4885)*

$ **I've Gone and Done It Again/Two Timing Blues**
Johnnie & Jack ..... 20-4949—(47-4949)*

$ **I'm Yours**
Eddie Fisher ..... 20-4680—(47-4680)*

$ **Maybe/Watermelon Weather**
Perry Como and Eddie Fisher ..... 20-4744—(47-4744)*

## Coming Up...

★ . . . indicates records, which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

★ **BLUES IN ADVANCE**
Dinah Shore-Henri Rene Ork ..... 20-4926—(47-4926)*
Disk Jockeys Pick, Billboard, September 20th issue.

★ **OUTSIDE OF HEAVEN**
Eddie Fisher-Hugo Winterhalter Ork ..... 20-4953—(47-4953)*
Disk Jockeys Pick, Billboard, September 20th issue.

★ **BECAUSE YOU'RE MINE**
Mario Lanza ..... 10-3914—(49-3914)*
Retailers Pick, Billboard, September 20th issue.

TIPS **IF'N/THERE'S A SHIP COMIN' IN**
The Bell Sisters ..... 20-4961—(47-4961)*

## MINK STOLE CONTEST WINNERS

*Listed below are the names of the lucky winners of the RCA Victor Mink Stole Contest:*

Mrs G. J. Bensberg
Bensberg Music Store
Camden, Ark

Dolores Berkspec
Melody Mart
902 Federal St.
Pittsburgh, Pa.

Joyce Elaine Boldt
Grinnell Brothers
323 S Main St.
Ann Arbor, Mich

Pearl Carelli
The Record Shop
155 Asylum St.
Hartford, Conn.

Mrs Tommy Cheraves
Radio Electric Co.
2309 Seventh St
Tuscaloosa, Ala.

Jack Cohen
State Music
2027 E Monument
Baltimore, Md

Leon Cooke
Flagler Book & Record Store
525 Lincoln Rd
Miami Beach, Fla.

Mrs Edith Coran
Doubleday Book Shop
St Louis, Mo

Mrs Jean Cummings
Phillips & Cummings, Inc.
6536 Ventnor Ave
Ventnor, N J.

Edith Curtze
Curtze's
1316 Pearl St.
Boulder, Colo

C E. DeOrsey
23 Lisbon St
Lewiston, Me

Frank Durkin
The Music Shop
16 Nassau St.
Princeton, N. J.

Don Ellebrecht
Steinbergs, Inc
633 Walnut St
Cincinnati O (Cin. Distr.)

Carroll R. Fernbaugh
Carroll's Radio Center
220 St. Denis
Natchitoches, La

J. M Foster
Foster Music
Green Bay, Wis

Bruce K. Frazier
Frazier's Radio & Record Shop
210 Vandercook Way
Longview, Wash

E. Roberta Green
The Melrose
7653 Georgetown Rd
Bethesda, Md

Edward S Greenberg
Adams Radio Co
99 Washington St.
Providence, R. I.

George Hardage
Cox Prescription Shop
162 Peachtree St.
Atlanta, Ga.

Jereta Jenkins
Heizberg's
612 Minn.
Kansas City, Mo.

Rena J. Kelly
Keller Radio Service
904 W Delaware
Toledo, O.

Irma Linn
Smith's Automatic Phono. Co., Inc.
1056 Chehalis Ave.
Chehalis, Wash

Gena Lucke
Turntable
900 North Piedras
El Paso, Tex.

Linda Kay Luddington
Luddington Home Supply
912 Main
Woodward Okla

Althea L. Maquar
F W Woolworth Co.
3132 Gentilly Blvd.
New Orleans, La.

Mrs Lela Martin
Martin Gas Station
Columbus Junction, Ia.

Jane K. Mayhume
University Book Store
Charlottesville, Va.

Peggy McCreery
J. H. Troup Music Co.
15 S. Market Square
Harrisburg, Pa.

Bill Merchant
Bill's Electric Service
922½ Broadway
West Memphis, Ark.

Marion Merryman
Custom Music Co.
2220 Central Ave.
Kearney, Neb.

Patricia June Miller
Post Exchange
#1 Ft Sam Houston, Tex.

Sam J Morrison
Reliable Furniture Co.
227½ Washington Blvd
Ogden, Utah.

John Norman
Kamp Music, Inc.
Danville, Ill.

Esther Olmsted
Olmsted Varsity Victrola Shop
754 S Crouse Ave.
Syracuse, N. Y.

John P Peterson
Lindamood Music Co.
224 N Broadway
Billings, Mont.

Mrs Lois Ramsey
Dan Ramsey Record Bar
1271½ W Trade St.
Charlotte N C.

Shirley Reeves
Arcadia Music Mart
115 E. Huntington
Arcadia, Calif

Doris M Reisinger
Wm Taylor Son & Co.
6th & Euclid Ave.
Cleveland, O

Lyon H. Reyner
Cook Electric Co.
316 E. Mitchell
Petoskey, Mich

C. W. Rowland
Rowland's Rec Shop
5039 Camp Bowie Blvd
Ft. Worth, Tex.

Priscilla Schoetzel
Schoetzel's Radio & Record Shop
21 Myrtle St.
Adams, Mass.

Margaret Schwark
Hardt's Music Store
118 E. 3rd St.
Winona, Minn

R. L. Solomon
Record Supply Co
Sacramento, Calif

Mrs Ruth Standridge
S H George & Sons
Gay and Wall Ave
Knoxville, Tenn.

Frank Stefanile
Fogel's
92 Liberty St.
New York, N. Y.

J. M Stickrod
North Shore Talking Machine
Evanston, Ill

Marie Streb
Music Lovers Shoppe
370 Main St., E.
Rochester, N. Y.

Vivian Sturgill
Carwin's
1710 Win Ave.
Ashland, Ky.
(Huntington Distr.)

Kathleen Wartel
Myerani Music House
Kokomo, Ind

Leroy Woodward
The Wax Works
309 Frederick
Owensboro, Ky
(Louisville Distr.)

Exal Zapel
Malden Music Center
11 Irving St.
Malden, Mass.

The stars who make the hits are on RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

# THE MARKET PLACE for the MUSIC-RECORD INDUSTRY

★ CLASSIFIED ADVERTISING ★

The National Exchange for Music Record Personnel, Products, Services and Opportunities

## Business Opportunities

CUSTOM RECORD PRESSINGS

Specialists in Long Play Microgroove 45 and 78 RPM pressings. Materials include pure black and red vinylite, non breakable extended vinyls and break resistant. Complete servicing — dubbing from tape or instantaneous master, metal processing, labels, collating, warehousing, drop shipping, individual mailing art work, albums.

ALLENTOWN RECORD CO., INC.
Allentown, Pennsylvania Tel 3-7405

QUALITY CUSTOM PRESSING

6", 7", 10", 12", 78 RPM, 10", 12", 33⅓ and 45 RPM Records. A Most Modern and Complete Plan Assures Competitive Prices

SHELLEY PRODUCTS, LTD.
220 Broadway
Huntington Station, L. I., New York

SELL MORE RECORDS

Unique personalized promotion pieces push sales, keep customers flocking back, draw new prospects! Low cost, easy to use. Available weekly, bi-weekly or monthly.

Write for free samples

TODAY'S TOP TUNES
Box 762, Billboard
1564 Broadway, New York 36, N. Y.

The Record Exchange

DEALERS & OPERATORS

We supply records, all labels, all speeds, at wholesale cost, plus small service charge, guarantee speediest service and best prices, complete stock of 45rpm records. Town Hall Records, 188 Riverdale Ave., Brooklyn 12, N. Y. Dickens 6-2735.

**Hawaiian Records recorded in Honolulu, 3 speeds, regular prices and discounts, catalogs available. 49th State Record Co., Honolulu, Hawaii.**

**Operators, Dealers—If you need phonograph** records, polkas, waltzes or m. foreign languages, write to us. We are the only record company in the world specializing in language records. Ask for our general catalog with records in 21 different nationalities in 78, 45 and 33⅓ RPM. New releases every 6 weeks. Standard Phono Co., 163 West 23rd St., N. Y. C.

POLKAS AND POLISH RECORDS

Top independent line in U.S.A., as rated in The Billboard's Annual Retail Survey
78—45—33 rpm
Write for catalog and distributors
Dana Records
344 North Ave. New Rochelle, N. Y.

**Top prices paid for surplus and used 45 rpm records. Calgana Distr. Co., 4142 Armitage Ave., Chicago 39, Ill.**

SQUARE AND ROUND DANCE RECORDS

One of the largest folk dance lines available. Both with and without calls! Instruction sheets with each record. This is a salable line. Dealer and distributor inquiries invited. Complete listing upon request. 78 and 45 rpm.

OLD TIMER RECORD COMPANY
3703 North Seventh St. Phoenix, Arizona

**Tico—King of the Mambo Records: also** the finest in Rhumbas, Tangos, Sambas and Boleros, all top artists, many instrumentals, finest recording sounds available on 78, 45 and beautiful long-playing albums; choice territories open for distributors; write for new catalog. Tico Recording Co., Inc., 143 West 41st St., N.Y.C. LA 4-0457.

## Parts—Products Services

**Record labels are specialty. LP covers** printed fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. Stagg 2-4799.

## ADVERTISING RATES

● REGULAR-CLASSIFIED

Usual word-set style, caps paragraphs, no display. First line set in 8 pt. bold, balance 8 pt. light.

Per word . . . . . $ .20
3 or more CONSECUTIVE or 26 insertions, per word . . . . . .18
52 CONSECUTIVE insertions, per word . . . . . .16

Minimum $3

● DISPLAY-CLASSIFIED

Any advertisement using display, measured up or white space. Figure space between cut-off rules. 1 pt. rule borders permitted only on ads of 20 lines or more.

Per agate line . . . . . $7.00
3 or more CONSECUTIVE or 26 insertions, per agate line . . . . . 95
52 CONSECUTIVE insertions, per agate line . . . . . 90

BBR equals 14 agate lines.

when you team up with

**RCA VICTOR'S custom record service**

★ RECORDING — your material and production ideas in the nation's best equipped studios.
★ PROCESSING — your order gets RCA's famous engineering know-how, latest and soundest duplication techniques.
★ PRESSING — your records are precision-pressed, carefully inspected to insure uniform high quality.
★ SHIPPING & HANDLING — your job is handled with care, delivered promptly.

A COMPLETE SERVICE AT COMPETITIVE PRICES FOR ALL INDEPENDENT LABELS

RCA CUSTOM-MAKES every type and speed record including:
★ 6½" and 7" children's records.
★ a variety of special records to meet your individual requirements.

RCA VICTOR custom record sales
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

NEW YORK A 90, 630 5th Ave, Plaza 5-3900
CHICAGO A 90, 445 N. Lake Shore Drive, Whitehall 4-4000
HOLLYWOOD A 90, 1016 N. Sycamore Ave., HOllywood 9171

RCA VICTOR . . . A SOLID NAME BEHIND YOUR LABEL

*Latin-American Records Presents*

"TRYING"

By SAM MORGANTE (Copyright 1951)

DON PABLO ORCHESTRA
(Famed for His Beautiful "Mercury Waltz")
Vocal by Douglas Ryan

ANGOTT SALES CO. National Distributor
2818 PURITAN AVE. DETROIT 21, MICH.
Phone UNiversity 4-0223

# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).*

## ● Best Selling Pops by Territories

**. . . Based on reports from key dealers in each of these cities, secured via Western Union messenger service.**

Each week The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the overall local picture being unduly influenced by the report of a single store.

### NEW YORK

1. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
2. AUF WIEDERSEH'N SWEETHEART—V. Lynn—London
3. YOU BELONG TO ME—J. Stafford—Columbia
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. HIGH NOON—Tex Ritter—Capitol
6. INDIAN LOVE CALL—Slim Whitman—Imperial
7. JAMBALAYA—J. Stafford—Columbia
8. HALF AS MUCH—R. Clooney—Columbia
9. HIGH NOON—F. Laine—Columbia
10. MEET MR. CALLAGHAN—H. Grove Trio—London

### CHICAGO

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Cole Na
3. JAMBALAYA—J. Stafford—Columbia
4. WISH YOU WERE HEAR—E. Fisher H. Winterhalter—Victor
5. TRYING—Hilltoppers—Dot
6. HIGH NOON—F. Laine—Columbia
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. HALF AS MUCH—R. Clooney—Columbia
9. HIGH NOON—Tex Ritter—Capitol
10. AUF WIEDERSEH'N SWEETHEART—V. Lynn—London

### LOS ANGELES

1. HIGH NOON—F. Laine—Columbia
2. YOU BELONG TO ME—P. Page—Mercury
3. HALF AS MUCH—R. Clooney—Columbia
4. WISH YOU WERE HERE—E. Fisher H. Winterhalter—Victor
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. I WENT TO YOUR WEDDING—P. Page—Mercury
7. YOU BELONG TO ME—J. Stafford—Columbia
8. BOTCH-A-ME—R. Clooney—Columbia
9. HIGH NOON—Tex Ritter—Capitol
10. COMES A-LONG A LOVE—K. Starr—Capitol

### PHILADELPHIA

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
4. AUF WIEDERSEH'N SWEETHEART—V. Lynn—London
5. BOTCH-A-ME—R. Clooney—Columbia
6. HALF AS MUCH—R. Clooney—Columbia
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. JAMBALAYA—J. Stafford—Columbia
9. HIGH NOON—F. Laine—Columbia
10. MY FAVORITE SONG—M. Caruso—Decca

### DETROIT

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. JAMBALAYA—J. Stafford—Columbia
4. MEET MR. CALLAGHAN—L. Paul—Capitol
5. HIGH NOON—F. Laine—Columbia
6. LADY OF SPAIN—E. Fisher H. Winterhalter—Victor
7. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
8. AUF WIEDERSEH'N SWEETHEART—V. Lynn—London
9. HALF AS MUCH—R. Clooney—Columbia

### BOSTON

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. MEET MR. CALLAGHAN—L. Paul—Capitol
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. HIGH NOON—F. Laine—Columbia
7. JAMBALAYA—J. Stafford—Columbia
8. AUF WIEDERSEH'N SWEETHEART—V. Lynn—London
9. TAKES TWO TO TANGO—P. Bailey—Coral
10. INDIAN LOVE CALL—Slim Whitman—Imperial

### PITTSBURGH

1. YOU BELONG TO ME—J. Stafford—Columbia
2. INDIAN LOVE CALL—Slim Whitman—Imperial
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
5. TRYING—Hilltoppers—Dot
6. HIGH NOON—F. Laine—Columbia
7. FUNNY—Nat (King) Cole—Capitol
8. GLOW WORM—Mills Brothers—Decca

### ATLANTA

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. JAMBALAYA—J. Stafford—Columbia
4. YOU BELONG TO ME—P. Page—Mercury
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. HALF AS MUCH—R. Clooney—Columbia
7. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
8. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor

### WASHINGTON, D. C.

1. YOU BELONG TO ME—J. Stafford—Columbia
2. I WENT TO YOUR WEDDING—P. Page—Mercury
3. AUF WIEDERSEH'N SWEETHEART—V. Lynn—London
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
5. HALF AS MUCH—R. Clooney—Columbia
6. JAMBALAYA—J. Stafford—Columbia
7. MEET MR. CALLAGHAN—L. Paul—Capitol
8. BOTCH-A-ME—R. Clooney—Columbia

### SEATTLE

1. MEET MR. CALLAGHAN—H. Grove Trio—London
2. YOU BELONG TO ME—D. Martin—Capitol
3. HALF AS MUCH—R. Clooney—Columbia
4. HIGH NOON—F. Laine—Columbia
5. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
6. MEET MR. CALLAGHAN—C. Cavallaro—Decca
7. YOU BELONG TO ME—J. Stafford—Columbia
8. SOMEWHERE ALONG THE WAY—Nat (King) Cole—Capitol
9. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor

### NEW ORLEANS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
4. I WENT TO YOUR WEDDING—P. Page—Mercury
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. AUF WIEDERSEH'N SWEETHEART—V. Lynn—London

### ST. LOUIS

1. YOU BELONG TO ME—J. Stafford—Columbia
2. JAMBALAYA—J. Stafford—Columbia
3. I WENT TO YOUR WEDDING—P. Page—Mercury
4. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
5. MEET MR. CALLAGHAN—L. Paul—Capitol
6. MOONLIGHT ON THE GANGES—Sauter-Finegan—Victor

### DALLAS-FORT WORTH

1. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
2. YOU BELONG TO ME—J. Stafford—Columbia
3. HALF AS MUCH—R. Clooney—Columbia
4. JAMBALAYA—J. Stafford—Columbia
5. YOU BELONG TO ME—P. Page—Mercury
6. I WENT TO YOUR WEDDING—P. Page—Mercury
7. HIGH NOON—F. Laine—Columbia
8. IT'S IN THE BOOK—J. Standley—Magnolia

### DENVER

1. HIGH NOON—F. Laine—Columbia
2. YOU BELONG TO ME—J. Stafford—Columbia
3. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
4. HALF AS MUCH—R. Clooney—Columbia
5. AUF WIEDERSEH'N SWEETHEART—V. Lynn—London
6. AUF WIEDERSEH'N, SWEETHEART—E. Howard—Mercury

### CINCINNATI

1. I WENT TO YOUR WEDDING—P. Page—Mercury
2. YOU BELONG TO ME—J. Stafford—Columbia
3. HALF AS MUCH—R. Clooney—Columbia
4. MEET MR. CALLAGHAN—L. Paul—Capitol
5. WISH YOU WERE HERE—E. Fisher-H. Winterhalter—Victor
6. TRYING—Hilltoppers—Dot
7. HIGH NOON—F. Laine—Columbia
8. AUF WIEDERSEH'N, SWEETHEART—V. Lynn—London
9. YOU BELONG TO ME—P. Page—Mercury


RECORD YOUR SONG

Your composition recorded by nationally known Hammond Organist.
10" 78 rpm Master Record
2 SIDES—ONLY $10.00
BOX 803
Billboard
1564 Broadway N. Y. C. 19


PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas, we can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

PERMO POINTS

Always Dependable Performers

Cut Service Calls

Yes, it pays you to STANDARDIZE on PERMO POINTS —the COMPLETE Coin NEEDLE Line!

SEE YOUR DISTRIBUTOR

PERMO, INC.
CHICAGO 26, ILL.
MANUFACTURERS OF "PERMOTONE" PERMO-POINTS AND "PERMO" PRODUCTS

A NEW Star is Born...

Sunny Gale

Singing

"YOU COULD MAKE ME SMILE AGAIN"

20-4901

"TOSSIN' AND TURNIN'"

47-4901

RCA VICTOR Records

RALPH
FLANAGAN
"I Should Care"

Already!
NUMBER 6
RCA VICTOR
Best Seller List
Sept. 13, 1952

FLANAGAN
"I Should Care"

Already!
NUMBER 11
VARIETY
Disc Jockey Popularity
Chart
Sept. 17 Issue

FLANAGAN
"I Should Care"

Already!
NUMBER 15
BILLBOARD
Records Most Played by
Disc Jockeys Chart
Sept. 20 Issue

FLANAGAN
"I Should Care"

AFTER ONLY 3 WEEKS ON SALE

FLANAGAN
"I Should Care"

THE "I'LL NEVER SMILE AGAIN"—
"THERE ARE SUCH THINGS" OF 1952

RCA VICTOR Records

20-4885 • 47-4885

# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).*

## • Most Played Juke Box Records

*. . . Based on reports received Sept. 17, 18 and 19*

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in the chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

| POSITION: Weeks to date | Last Week | This Week | |
|---|---|---|---|
| H | 3 | 1. | I WENT TO YOUR WEDDING P. Page ..... Mercury(78)5899; (45)5899X45—BMI |
| 7 | 1 | 2. | YOU BELONG TO ME .....J. Stafford ..... ....,Col(78)39811(; (45)4-39811—BMI |
| H | 6 | 3. | JAMBALAYA .....J. Stafford ..... . . .Col(78)39838, (45)4-39838—BMI |
| H | 4 | 4. | WISH YOU WERE HERE ....E. Fisher-H. Winterhalter .... .V(78)20-4830; (45)47-4830—ASCAP |
| 18 | 2 | H. | HALF AS MUCH .....H. Clooney ..... ... Col(78)39710; (45)4-39710—BMI |
| 14 | 4 | 6. | AUF WIEDERSEH'N, SWEETHEART .....V. Lyne ..... . London(78)1227, (45)45-1227—BMI |
| 1E | H | 7. | BOTCH-A-ME .....R. Clooney ..... ....Col(78)39767; (45)4-39767—BMI |
| 3 | 1E | 8. | MEET MR. CALLAGHAN ....L. Paul ..... . Cap(78)2193; (45)F-2193—ASCAP |
| H | 9 | 9. | INDIAN LOVE CALL .....Slim Whitman ..... Imperial(78)8156; (45)45-8156—ASCAP (R. Merrill-R. Peters, Victor 10-3786, L. Armstrong-G. Jenkins Ork, Decca 28076) |
| 3 | 13 | 9. | YOU BELONG TO ME .....P. Page ..... Mercury(78)5899, (45)5899X45—BMI |
| 3 | 16 | 11. | WALKIN' TO MISSOURI ....S. Kaye ..... .Col(78)39769, (45)4-39769—ASCAP (Russ Morgan Ork. Decca 28351; K. Griffin, Columbia 39857) |
| 1H | H | 12. | WALKIN' MY BABY BACK HOME .....J. Ray ..... ..Col(78)39750; (45)4-39750—ASCAP |
| H | 13 | 13. | HIGH NOON .....F. Laine ..... Col(78)39770, (45)4-39770—ASCAP |
| 3 | 18 | 13. | TEXING .....Hilltoppers ..... Dot(78)15018; (45)45-15018—ASCAP (Ella Fitzgerald-Bobby Ormon e Teen-Aces, Decca 28375, Johnny Desmond, Coral 60823 Todd Rhodes Ork, King 4558) |
| H | 17 | 15. | POOL, POOL, POOL .....K. Starr ..... .....Cap(78)2151; (45)F-2151—BMI |
| 13 | 9 | 16. | AUF WIEDERSEH'N, SWEETHEART .....E. Howard ..... Mercury(78)5871(; (45)5871X45—BMI |
| H | 9 | 17. | SHOULD I .....Four Aces ..... .Dec(78)28323; (45)9-28323—ASCAP (G. Hermit, MacGregor 1031) |
| 1H | 13 | 15. | MATHE .....P. Como-E. Fisher ..... ..V(78)20-4744; (45)47-4744—ASCAP |
| 8 | 19 | 19. | SOMEWHERE ALONG THE WAY .....Hal (Hing) Cain ..... .Cap(78)2069, 145)F-2069—ASCAP |
| 7 | 33 | 19. | AUF WIEDERSEH'N, SWEETHEART .....Ames Brothers ..... ...Coral(78)60773; (45)9-60773—BMI |
| H | 3H | 31. | HALF AS MUCH .....G. Lombardo ..... ....Dec(78)28271; (45)9-28271—BMI |
| 3 | 3H | 22. | TAKE ME IN YOUR ARMS AND HOLD ME .....L. Paul-M. Ford ..... .....Cap(78)2193; (45)F-2193—BMI (D. Day-P. Faith Ork. Columbia 39786) |
| 13 | 3H | 22. | SUGARBUSH .....F. Laine ..... Col(78)39693, (45)4-39693—ASCAP (J. Marias & Miranda Decca 28287) |
| 7 | — | 22. | AUF WIEDERSEH'N, SWEETHEART .....G. Lombardo ..... ...Dec(78)28271; (45)9-28271—BMI |
| 4 | 26 | 25. | STRING ALONG .....Ames Brothers ..... ..Coral(78)60804; (45)9-60804—BMI |
| 3 | 30 | 25. | BECAUSE YOU'RE MINE ....M. Lanza ..... ..V(78)10-3914; (45)49-3914—ASCAP (B. Wayne, Mercury 5897, J. Raitt, Decca 28337, Nat Cole, Capitol 2212, B. Eckstine, MGM 11301) |
| 3 | — | 35. | YOU BELONG TO ME .....D. Martin ..... .....Cap(78)2165; (45)F-2165—BMI |
| 3 | 22 | 28. | ROCK OF GIBRALTAR .....P. Laine ..... .....Col(78)39770; (45)4-39770—BMI |
| 1 | — | 28. | TEXING .....E. Fitzgerald ..... .Dec(78)28375; (45)9-28375—ASCAP |
| 1 | — | 28. | WISH YOU WHERE HERE ..G. Lombardo ..... .Dec(78)28308, (45)9-28308—ASCAP |

EVERYWHERE YOU GO IT'S...

# Marilyn

as recorded by

# RAY ANTHONY

## AMERICA'S No. 1 BAND

the No. 1 song sensation

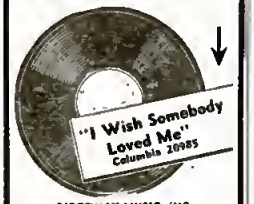
dedicated to America's No. 1 screen siren

and played by the nation's No. 1 dance band

2207

Capitol RECORDS

MARTY ROBBINS'




BIDGEWAY MUSIC, INC.
Charlie Adams
6087 Sunset Blvd., Hollywood 28, Calif
Sole Selling Agent: BEYS MUSIC, INC
148 W. 54th St. New York, N. Y.

BREAKING FAST!
GET THE ORIGINAL
"Don't Let the Stars Get in Your Eyes"
By Slim Willet
Four Star 1814 and 1481 1614
If not available in your territory, wire—phone—write
Four Star Record Co.
305 So. Fair Oaks Pasadena, Calif.
Phone: Ryan 1-5909

"INDIAN LOVE CALL"
b/w
BY THE WATERS OF THE MINNETONKA
by
SLIM WHITMAN
IMPERIAL #8163
Sheridan Record Distributing Corp.
1151 E. 47th St. Chicago, Ill
Phone: OSnwood 8-4813

EDDIE ZACK—DECCA
"DRAGGIN' THE BOW"
Decca #28329
Peer International

# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)*

## • Most Played Juke Box Folk (Country & Western) Records

*. . . based on reports received Sept. 17, 18 and 19*

Records listed are Country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations receive Country and Western records

| POSITION Weeks to date | Last Week | This Week | | |
|---|---|---|---|---|
| 8 | 1 | 1. | IT WASN'T GOD WHO MADE HONKY TONK ANGELS — E. Wells | Dec(78)28232; (45)9-28232—BMI |
| 24 | 2 | 2. | WILD SIDE OF LIFE — Hank Thompson | Cap(78)1942, (45); F-1942—BMI |
| 4 | 3 | 3. | JAMBALAYA — N. Williams | MGM(78)11283; (45)K-11283—BMI |
| 19 | 4 | 4. | ARE YOU TEASING ME? — Carl Smith | Col(78)20922; (45)4-20922—BMI |
| 17 | 6 | 5. | WAITING IN THE LOBBY OF YOUR HEART — Hank Thompson | Cap(78)2063, (45)F-2063—BMI |
| 6 | 7 | 6. | INDIAN LOVE CALL — Slim Whitman | Imperial(78)8158, (45)45X8156—ASCAP |
| 2 | 8 | 7. | BLACKBERRY BOOGIE — Tennessee Ernie | Cap(78)2170; (45)F-2170—BMI |
| 9 | — | 7. | LADY'S MAN — Hank Snow | V(78)20-4733; (45)47-4733—BMI |
| 3 | 9 | 9. | MARRIED BY THE BIBLE, DIVORCED BY THE LAW — Hank Snow | V(78)20-4733, (45)47-4733—BMI |
| 1 | — | 9. | I WENT TO YOUR WEDDING — Hank Snow | V(78)20-4909, (45)47-4909—BMI |

## • Best Selling Retail Folk (Country & Western) Records

*. . . Based on reports received Sept. 17, 18 and 19*

Records listed as Country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

| POSITION Weeks to date | Last Week | This Week | | |
|---|---|---|---|---|
| 10 | 1 | 1. | IT WASN'T GOD WHO MADE HONKY TONK ANGELS — K. Wells<br>I Don't Want Your Money | Dec(78)28232, (45)9-28232—BMI |
| 6 | 2 | 2. | JAMBALAYA — Hank Williams<br>Window Shopping | MGM(78)11283, (45)K-11283—BMI |
| 9 | 5 | 3. | INDIAN LOVE CALL — Slim Whitman<br>China Doll | Imperial(78)8156, (45)45X8156—ASCAP |
| 10 | 3 | 4. | FULL TIME JOB — E. Arnold<br>Shepherd of My Heart | V(78)20-4787, (45)47-4787—BMI |
| 28 | 4 | 5. | WILD SIDE OF LIFE — Hank Thompson<br>Cryin' in the Deep Blue Sea | Cap(78)1942, (45)F-1942—BMI |
| 14 | 6 | 6. | WAITING IN THE LOBBY OF YOUR HEART — Hank Thompson<br>Don't Make Me Cry Again | Cap(78)2063, (45)F-2063—BMI |
| 1 | — | 7. | I WENT TO YOUR WEDDING — Hank Snow<br>Boogie Woogie Flying Cloud | V(78)20-4909, (45)47-4909—BMI |
| 13 | 8 | 8. | LADY'S MAN — Hank Snow<br>Married by the Bible, Divorced by the Law | V(78)20-4733; (45)47-4733—BMI |
| 11 | 7 | 9. | THAT HEART BELONGS TO ME — W. Pierce<br>So Used to Loving You | Dec(78)28091, (45)9-28091—BMI |
| 1 | — | 9. | FOREVER — L. Frizzell<br>I Know You're Lonesome While Waiting for Me | Col(78)20997; (45)4-20997—BMI |

## FOLK TALENT AND TUNES

By JOHNNY SIPPEL

### Artists' Activities

**Bob Jeanby**, KLMS, Lincoln, Neb., reports that **Slim Whitman** is the town's leading request. . . . **Jerry Davis** has replaced **Del Morton** at KEBE, Jacksonville, Tex. . . . **Smilin' Jim Flaherty**, WHAY, New Britain, Conn., likes the work of **Tommy Sosebee**. . . . **Tex Clark**, WDOK, Cleveland, has started a Friday night square dance jamboree at the local Sommers Hall, featuring **Glen Campbell** and the **Rainbow Valley Gang**. . . . **Eddie Zack**, WHIM, Providence, R. I., has **Kenny Roberts** as guestar when he opens the season at the J&P Coates Ballroom, Pawtucket, R. I., September 20. . . . **Cliff Rogers**, WHKK, Akron, writes that Grand Ole Opry shows will be resumed for the fall-winter season, starting October 5 at the local Armory. Show will be used monthly

**Johnny Rion**, KSTL, St. Louis, has consolidated with **Brother Bob Hastings** at his Hillbilly Park, Granite City, Ill. . . . **Art Barrett**, WSAP, Portsmouth, Va., thinks **Hank Snow's** "I Went to Your Wedding" is his best disk yet . . . **Shariff Tex Davis**, WLOW, Norfolk, appeared in full cowboy regalia in a circus parade at Kinston, N. C., where he also airs over WELS. . . . **John Utley**, WFMY, Greensboro, N. C., has added a five-hour remote show and needs records from MGM and Columbia. . . . **C. V. (Red) Jones**, KVET, Austin, Tex., is going on vacation. He'll be with **Slim Willett**, KRBC, Abilene, Tex., the 4 Star ace who heads the Big State Jamboree there. **Charlie Dunn** is handling his four hours daily while he's away. . . . **Dude Martin**, KBIG, Hollywood, will be heard with his troupe over a scattered NBC radio hook-up, starting early in September . . . **Charlie Walker**, KMAC, San Antonio, and **Lou Wayne** wrote "Fortunes in Memories," disked by **Ernest Tubb** on Decca

**Gene Autry** is dickering to buy an island in the St. Lawrence waterway. Autry and his longtime friend, **Phil Wrigley**, the gum maker, made a trip thru the Thousand Islands area, and Autry was much impressed with the area. Autry is also looking into the possibility of a tour of the British Isles next year. . . . **Johnny Apt**, Fort Wayne, Ind., promoter, is working with **A. V. Bamford** in promoting a h.b. jamboree at the new Coliseum, Fort Wayne, October 12, starring **Roy Acuff**. Previous to that, Bamford has **Carl Smith**, **Minnie Pearl**, **George Morgan**, **Ray Price**, **Webb Pierce**, **Faron Young**, **Johnny and Jack**, **Kitty Wells** and **Autry Inman** set for October 5 at Municipal Auditorium, Oklahoma City. **Hank Snow** and **Faron Young** work Augusta, Ga., September 28, and Spartanburg, S. C., October 1. He is also working dates with **Cowboy and Kathy Copas** and **Rusty Gabbard**.

**Donn Reynolds** (Larist) is now a member of the cast of the WWVA Jamboree, Wheeling. . . . **Tim Spencer** can't find a suitable replacement to fill his chair as business menager of the Sons of the Pioneers, so he plans to remain in that capacity for an indefinite period. . . . **Ole Rasmussen** has inked to work at the Paragon Ballroom, Monterey Park, Calif., with his band. . . . **Sue Thompson**, who makes her first Grand Ole Opry appearance September 27, will also make a

(Continued on page 41)

### C&W Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performances potential among the country and Western records received this week:

DUB HONEYMOON
SING ME A LOVE SONG
Carl Smith..... Columbia 21008

## • Country & Western Records Most Played by Folk Disk Jockeys

*. . . Based on reports received Sept. 17, 18 and 19*

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes

| POSITION Weeks to date | Last Week | This Week | | |
|---|---|---|---|---|
| 7 | 2 | 1. | JAMBALAYA — Hank Williams | MGM(78)11283, (45)K-11283—BMI |
| 11 | 1 | 2. | FULL TIME JOB — E. Arnold | V(78)20-4787, (45)47-4787—BMI |
| 11 | 3 | 3. | IT WASN'T GOD WHO MADE HONKY TONK ANGELS — E. Wells | Dec(78)28232; (45)9-28232—BMI |
| 8 | 8 | 4. | INDIAN LOVE CALL — Slim Whitman | Imperial(78)8156, (45)45X8156—ASCAP |
| 17 | 4 | 5. | THAT HEART BELONGS TO ME — W. Pierce | Dec(78)28091; (45)9-28091—BMI |
| 17 | 6 | 6. | ARE YOU TEASING ME? — Carl Smith | Col(78)20922, (45)4-20922—BMI |
| 29 | 7 | 7. | WILD SIDE OF LIFE — N. Thompson | Cap(78)1942; (45)F-1942—BMI |
| 1 | — | 8. | DON'T LET THE STARS GET IN YOUR EYES — S. Willet | Four Star 1814—BMI |
| 3 | 9 | 9. | FORTUNES IN MEMORIES — E. Tubb | Dec(78)28310, (45)9-28310—BMI |
| 23 | — | 10. | ALMOST — G. Morgan | Col(78)20906, (45)4-20906—BMI |

MARTY ROBBINS'

BIDGEWAY MUSIC, INC.
Charlie Adams
6087 Sunset Blvd., Hollywood 28, Calif
Sole Selling Agent: BEYS MUSIC, INC
148 W. 54th St. New York, N. Y.

BILLY WALKER
Star of KWAM Louisiana Hayride

Thanks,

Disk Jockeys and Juke Box Operators, for your FINE RECEPTION of my Columbia Record

"ANYTHING YOUR HEART DESIRES"

#20914 78 RPM
#4-20914 45 RPM

You're REALLY Going to Like My Newest Record

"BACK STREET AFFAIR"

b/w "YOU CAN TALK ME OUT OF ANYTHING"

on Columbia #21003 78 RPM
#4-21003 45 RPM

by

BILLY WALKER

Exclusive Management
TILLMAN FRANKS
Radio Station KWKH Shreveport, La.

BILLY BROWN'S

BIDGEWAY MUSIC, INC.
Charlie Adams
6087 Sunset Blvd., Hollywood 28, Calif.
Sole Selling Agent, BEYS MUSIC, INC.
146 W. 54th St. New York, N. Y.

HITTING BIG!
"A MIGHTY PRETTY WALTZ"
RFD MUSIC PUB. CO., INC.
146 West 54 St. N. Y. 19, N. Y.

THE BILLBOARD

# Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section.*

## • Country & Western (Folk) Record Reviews

**Ratings:** 90-100 TOPS—80-89 EXCELLENT—70-79 GOOD—40-69 SATISFACTORY—0-39 POOR

**How Ratings Are Determined** Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement 15, name value, 15, record quality (surface, etc.), 5; music publisher's air performance potential, 10, exploitation (record—promotion firm legit and other "plug" aids) 10; manufacturer's distribution power 10, manufacturer's efficiency, 5

**Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.**

CLAYTON LOVE

**WHERE I WANT TO BE** . . . . . 81
ALADDIN 3148—Melodic tune, with an exciting beat, receives a very strong reading from Love in a Frankie Laine-styled performance. Ork support is good. Disk could bust out if exposed.

**CHAINED TO YOUR LOVE** . . . . . 69
Clayton Love explains that he is a prisoner of love, but the explanation does not help the material.

FOUR BLAZES

**STOP BOOGIE WOOGIE** . . . . . 80
UNITED 1025—The group has come up with a strong item which should get a lot of action. Guitar is strong thruout and McDaniels registers well with his talk vocal.

**PLEASE SEND HER BACK TO ME** . . . . . 75
Blues formula is partially used on an item that is powerful. Group comes thru with a lot of sound for their small number. Braden adds a solid vocal.

AMOS MILBURN

**GREYHOUND** . . . . . 80
ALADDIN 3150—Here's a dramatic story epos which Milburn sells with a lot of drive over an exciting pulsating backing. It's about a guy looking for his girl and using a Greyhound bus for transportation. This strong waxing could cause a lot of action.

**KISS ME AGAIN** . . . . . 74
Milburn has a lot of fun with the Victor Herbert evergreen while the ork turns in a bright arrangement. Jocks may span.

MR. SADHEAD-BILLY FORD ORK

**BUTCHER BOY** . . . . . 79
V 20-4938—Side starts off fast and features a lot of exciting shouting by Mr. Sadhead. Billy Ford ork backs unhinhibitedly. Could step out.

**MUMBLES BLUES** . . . . . 77
Jump blues is given a wild reading by the singer with a fine backing. A fine disk and a good start for Mr. Sadhead on the label.

RAY AGEE ORK

**FLIRTIN' BLUES** . . . . . 78
MODERN 883—Agee sings and talks his way thru this driving jump item while the ork backs him solidly. He next sings very effectively before and after his warble about flirtin' girls. Disk could get juke action.

**IT'S BED TIME BABY** . . . . . 75
Slow, moody blues effort is sung with feeling and meaning by the warbler while the combo sets a good background for his vocal.

FREDDIE MITCHELL ORK

**COLD HEAT** . . . . . 75
DERBY 807—The Mitchell ork sets a fast pace and keeps hopping straight thru to an exciting close. A good instrumental duo to raise the temperature of any listener.

**MAOERA HOP** . . . . . 71
To a medium-tempo beat, the Mitchell combo drives thru a solid wax effort. Blasting sax notes and flexible 88'ing are featured.

WADE RAY

**BILL BAILEY, WON'T YOU PLEASE COME HOME** . . . . . 75
V 20-4930—The old fave is made to sparkle via Ray's strong reading. Instrumental backing is helped along by some fine honky tonk piano as well as nice fiddling by the singer.

**THE ECHO OF YOUR VOICE** . . . . . 75
Ray slows down on this side with a slow weeper which he sells effectively with his warm voice.

SMOKEY HOGG

**BABY DON'T YOU TEAR MY CLOTHES** . . . . . 78
MODERN 884—Hogg socks over the lyrics of this cute, fly little item, backed by some strong, zingy piano work and a big beat from the combo. Could catch loot.

*(Continued on page 41)*

## • Folk Record Releases

Big Blue Eyes—Blaine Smith (There Stands the Glass) Dome 1019

Crossroads of Tomorrow—Walt Dalton (Old Jalopy Bounce) Dome 1054

Five Foot Two, Eyes of Blue—Arthur (Guitar Boogie) Smith (Make Me Know It) MGM 11324

Make Me Know It—Arthur (Guitar Boogie) Smith (Five Foot Two, Eyes of Blue) MGM 11324

Okey Dokey—Red Sovine (Till Today) MGM 11323

Old Jalopy Bounce—Walt Dalton (Crossroads of Tomorrow) Dome 1054

Red Hot Needle, A—Bob Wills (Trouble Trouble Blues) MGM 11322

There Stands the Glass—Blaine Smith (Big Blue Eyes) Dome 1019

Trouble, Trouble Blues—Bob Wills (Red Hot Needle A) MGM 11322

Till Today—Red Sovine (Okey Dokey) MGM 11323


# THANKS...

HONOR ROLL OF HITS

*The Nation's Top Tunes*

1. You Belong to Me
. . . By Pee Wee King, B. Stewart and C. Price. Published by Bidgeway (BMI)

*The Billboard Sept. 20.*

Juke Operators Name 1952's Most Profitable C&W Records to Date

POINTS

2 . . . Slow Poke . . .
Pee Wee King . . . 305

Juke Operators Name Artists Most Likely to Come Up With Fall C&W Hits

POINTS

8 . . . Pee Wee King
Victor . . . . . 110

*The Billboard, Sept. 13.*

. . . from

# Pee Wee King

*and don't forget . . .*

NBC Saturday Nights 8:00 to 8:30

2 New hits already on the best seller list

# JOHNNIE and JACK

I'VE GONE AND DONE IT AGAIN and TWO TIMING BLUES

20-4949
47-4949

RCA VICTOR Records

# 2 GREAT RECORDS...

## CHAMP BUTLER

Jimmy Carroll's Orch. & Chorus

# 'YOU WIN AGAIN'

B/W

CROSS MY HEART, MADAME

39868

4-39868

COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," ® Reg. U. S. Pat. Off. Marcas Registradas

# COLUMBIA PRESENTS

## JO STAFFORD

## FRANKIE LAINE

with Paul Weston
and his Orchestra
*Carl Fischer at the Piano*

# "SETTIN' The WOODS ON FIRE"

B/W

**PIECE A-PUDDIN'**

39867

4-39867

COLUMBIA RECORDS

Trade marks "Columbia," "Masterworks," ® Reg. U. S. Pat. Off. Marcas Registradas

BIG HIT of 1952!
#5199—BLAZER BOY—45x5199
"JOE'S KID SISTER"
"MORMIN' TRAIN"
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

A BRAND New HIT!
#5202—T-BONE WALKER 45x5202
"BLUES IS A WOMAN"
"STREET WALKING WOMAN"
IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

You'll Be Happy With
"EVERY DAY I HAVE THE BLUES"
by
Joe Williams
Checker #782
CHECKER RECORD CO.
4858 Cottage Grove Chicago, Ill.

WATCH THIS RECORD!
"SPARROW'S FLIGHT NO. 2"
and
"BOUDOIR BOOGIE"
by JOHNNY SPARROW
and his Bows & Arrows
GOTHAM
G 284

Write for LATEST CATALOG
NEW RECORDS
500 Different "Standards" and Hit Tunes. 33 1/3, 45 & 78 rpm.
$10.00 per (78 RPM) 100
½ with order, balance C.O.D.
L. P.'s UP TO 75% OFF.
45 RPM 60% OFF
Over 1,000 Satisfied Customers
VEDEX COMPANY
674 10th Ave. New York 19, N. Y.
Circle 7-3494
Complete Inventories Bought

Selling Like Records..
CHECK YOUR STOCK
5091—THE MAYLAHDERS
"Make Me Thrill Again"
5092—THE OBIOLES
"See See Rider"
"Don't Cry, Baby"
5093—LITTLE SYLVIA
"I Went to Your Wedding"
"Drive, Daddy, Drive"
5094—BUDDY LUCAS
"You Belong to Me"
"Big Bertha"
JUBILEE RECORD CO., Inc.
315 W. 47th St., N. Y., N. Y.

It's a Hit!!!
RUTH BROWN'S
"DADDY DADDY"
ATLANTIC 973
Atlantic RECORDING CORP
234 WEST 56th STREET NEW YORK 19, N. Y.

GIVE TO THE
RUNYON CANCER FUND

# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)*

## ● Best Selling Retail Rhythm & Blues Records

*. . . Based on reports received Sept. 17, 18 and 19*

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

| POSITION Weeks to date | Last Week | This Week | | | |
|---|---|---|---|---|---|
| R | 3 | 1. | MY SONG<br>Fellow the Rains | J. Ace | Duke 102—BMI |
| 1R | 1 | 2. | LAWDY MISS CLAWDY<br>Mailman Blues | Lloyd Price | Specialty 428—BMI |
| 3 | R | 3. | YOU KNOW I LOVE YOU<br>You Didn't Want Me | B. B. King | Modern 363—BMI |
| 1R | 2 | 4. | TING A LING<br>Wonder Where My Baby's Gone | Clovers | Atlantic 969—BMI |
| 19 | 4 | 4. | NAVE MERCY, BABY<br>Deep Sea Blues | Dominoes | Federal(78)12068; (45)45-12068—BMI |
| 1 | — | 6. | JUKE<br>Can't Hold on Much Longer | Little Walter | Checker 758—BMI |
| 1R | 8 | 7. | CALL OPERATOR 210<br>Wine, Wiem, Wine | F. Dixon | Aladdin 3135—BMI |
| 11 | 6 | 8. | MABY JO<br>Mood Indigo | Four Blazers | United 114—BMI |
| 4 | 7 | 9. | DADDY, DADDY<br>Have a Good Time | Ruth Brown | Atlantic 973—BMI |
| 1 | — | 10. | NIGHY AND DAY<br>Am I Wasting My Time? | R. Milton | Specialty 438—BMI |

## ● Most Played Juke Box Rhythm & Blues Records

*. . . Based on reports received Sept. 17, 18 and 19*

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

| POSITION Weeks to date | Last Week | This Week | | | |
|---|---|---|---|---|---|
| 4 | 3 | 1. | JURE | Little Walter | Checker 758—BMI |
| 10 | 1 | 2. | TING A LING | Clovers | Atlantic 969—BMI |
| 2 | R | 2. | MY SONG | J. Ace | Duke 102—BMI |
| 4 | 7 | 4. | DARDY, OADDY | Ruth Brawa | Atlantic 973—BMI |
| 2R | 4 | 5. | LAWDY MISS CLAWDY | Lloyd Price | Specialty 428—BMI |
| 3 | — | 5. | NIGHY ANR DAY | R. Milton | Specialty 438—BMI |
| 11 | 3 | 7. | MABY JO | Four Blazers | United 114—BMI |
| 2 | 9 | 8. | BESIDE YOU | Swallows | King(78)4525; (45)45-4525—BMI |
| 3 | 10 | 9. | ROCK ME ALL NIGHT LONG | Ravens | Mercury(78)8291; (45)8291X45—BMI |
| R | R | 10. | CALL OPERATOR 21R | F. Dixon | Aladdin 3135—BMI |
| 2 | — | 1R. | MY HEART'S RESIRE | Jimmie Lee | Modern 870—ASCAP |

## RHYTHM & BLUES NOTES

By BOB ROLONTZ

Atlantic Records would appreciate some help from the deejays for a name for a new vocal group recently waxed by the diskery. The group is composed of five male singers who, according to the firm, "give with a sensational type barmony and real soulful and feelingful style—completely original." If you jocks have a name that might fit the quintet, send it to Atlantic Records in New York, so that the firm can kick off tha first shcings on this hot new group.

**Viviana Greene**, now at the Rossonian lounge, Denver, starts a personal appearance tour October 1 to promota her new Decca waxing of "Lover Boy."... **Melvyn Perry** has joined KDET in Center, Tex., and will handle all r&b. deejay shows over the station. Perry will bave an bour show each day and will stage personal appearance shows with top r&b. talent in the area. First show will ster **Sistar Rossaita Tharpe** about the end of September. Station KDET does not hava a very large library of r&b. disks and would appreciata being placed on the mailing list of all r&b. firms to build up the library. Perry's show each day will be called "Melvyn's Jive."

**Erroll Garner** opened a 10-day engagement at Storyville, Boston, Friday (19). On September 29 the pianist opens at the Blue Nota in Philadelphia. . . . The Gale Agency has signed thrush **Hadda Brooks** for personal appearances. Singer, now with Okeh Records, is managed by **Abe Saperstien**, owner of the Harlem Globe Trotters, Hadda Brooks' lata husband, **Earl Morrison**, used to play basketball with the Globe Trotters.... When the "Biggest Show of '52" plays Florida in October, it will mark the first time that **Nate Cole** or **Sarah Vaughn** have played the Stata.... Savoy Music, publishing firm owned by **Herman Lubinsky** of Savoy Records, has taken over tbe catalog of **E. Clifford Davis**, which consists of over 120 tunes, all spirituals. Arrangements have been mada for licensing the tunes with various disk firms.

**Coatesville Harris**, after a summer spell at Herman's, Atlantic City, ushars in the new season at The Web, Philadelphia. . . . Disk jockey and dance pcomotar **George L. Bannister**, in Trenton, N. J., and **Dinah Washington** heve adjusted the grievance refund suit he instituted wben she didn't show at a July 4 dance for him. Now she headlines his first prom of the season at Trenton's Arena, sharing the spotlight with **Sonny Thompson's** band.

Promoter **Ralph Wainberg** has skedded **Fats Domino** for a one-month jaunt of the South, opening at Durham, N. C., Tuesday (16). ... **Edna Mcgriff** and **Buddy Lucas** are set for a three-week tour of Midwest and Southern theaters, beginning October 30. ... **Percy Mayfield** was seriously injured in an auto accident an route to Los Angeles. Several other members of the band were also injured. All Mayfield's friends are pulling for a speedy recovery.... **Ralph Bass** of the Hollywood Brisk Enterprises reports that the three one-nighter packages BE has been working on the Coast will be followed by three similar packages in November. New tours are being set for a three-week minimum, with **Ruth Brown** and her recent groom, **Willis Jackson**, in one, the **Dominoes** in another and **Amos Milburn** and the **Swallows** in the third.... **Jack Walker**, who handles promotion and publicity for Atlantic Records, adds similer duties at the **Billy Shaw** agency.

Warner's Earle Theater, Philadelphia, again becomes the major stopping-off place for the instru-

*(Continued on page 41*

## R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performances potential among the rhythm and blues records received this week:

REALLY REAL
Viola Watkins-Otis Blackwell; Jubilee 5095
BABY, DON'T YOU TEAR MY CLOTHES
Smoky Hogg.....Modern 864

## ● Rhythm & Blues Record Reviews

**Ratings:** 90-100 TOPS—80-89 EXCELLENT—70-79 GOOD—40-69 SATISFACTORY—0-39 POOR

**How Ratings Are Determined** Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which each new release is rated.

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretation, 15; arrangement 15, mmm value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's efficiency, 5.

**Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.**

**HIGHWAY 51** . . . . . 70
The singer bemoans his troubles with his gal on this medium-tempo blues effort with a hefty beat.

VIOLA WATKINS-OTIS BLACKWELL

**REALLY REAL** . . . . . 78
JUBILEE 5095 — Over an exotic rhumba blues backing singers Viola Watkins and Otis Blackwell turn in an attractive and very listenable vocal on this attractive disk. A strong item.

**PAINT A SKY FOR ME** 65
The thrush sings this rare ballad sweetly and with some charm over a mild ork arrangement.

JIMMIE OSBORNE

**AUTOMOBILE BABY** . . . 77
KING 1117—The kind of girl Osborne warbles about here is kind of fast. Ditty is cute and is taken at a rapid clip. Kissing sounds add a comely touch to a platter deejays can use to good advantage.

**MAMA DON'T AGREE** . . . 74
The chanter sings of his independence and the right to choose his own gal, despite his mother's disapproval. Tune is pleasant and it's sung neatly by Osborne to bouncy backing.

LULU BELLE AND SCOTTY

**HONEY-BUNCH** . . . . . 77
MERCURY 6414 — Lula Belle and Scotty turn in a strong performance on a cute novelty, showing off some fine unison singing. Duo's fans will enjoy and the platter could catch loot on country jukes.

**IMAGINATION** . . . . . 73
Another good slicing by the country team on a pleasant item about a broken love affair.

COLEMAN HAWKINS

**IF I COULD BE WITH YOU** . . 77
DECCA 28386 — Those who still fondly recall the great Hawkins' tenor solos of years gone by, won't be disappointed in this reading of the oldie. Hot jaz lans, too, will get many kicks from this instrumental. Sets a fine mood.

**I CAN'T GET STARTED** . . . 77
Same comment.

## ● Rhythm & Blues Record Releases

Do It If You Want To—Big Boy Crudup (Second Man Blues) V 20-4933
Jiving With Dr. Jive—Charles Singleton (Super Chief) Atlas 1021
Please Doctor Jive—Hal Singer Ork (Secret Lover) Coral 65098
Second Man Blues—Big Boy Crudup (Do It If You Want To) V 20-4933
Secret Lover—Hal Singer Ork (Please Doctor Jive) Coral 65098
Super Chief—Charles Singleton Ork (Jiving With Dr. Jive) Atlas 1021
You're My Inspiration—Fleo Crowns (Star, A) Rainbow 179
Star, A—Five Crowns (You're My Inspiration) Rainbow 179

SAVOY Hits that Sell!
"THEM THERE EYES"
Savoy #859 Varetta Dillard
"EASY, EASY, BABY"
Savoy #847 Varetta Dillard
"I WENT TO YOUR WEDDING"
Savoy #880 Florence Wright
"BACK-BITER" "WINE COOLER"
Savoy #857 T. J. Fowler
"FROG-HOP" "Indian Love Call"
Savoy #861 Hal Singer
"THIS LITTLE LIGHT OF MINE"
Savoy #403 Ward Singers
SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).*

## • Folk Record Reviews

(Continued from page 37)

**SARAH McLAWLER**

**ROMANCE IN THE DARK** 77
KING 4561—A good ballad is wonderfully teamed with Miss McLawler's chirping ability. Fine wax.

**I'M JUST ANOTHER ONE IN LOVE WITH YOU** 73
Miss McLawler sings like a livin' doll, but this song is a little too forced. It's still good wax.

**JIMMY WITHERSPOON**

**LUCILLE** 77
FEDERAL 12099—Chanter sings of losing his gal and being in bad shape all around. Witherspoon hands the weeper a persuasive performance to appropriate backing by the ork.

**BLUES IN TROUBLE** 70
A routine blues is shouted strongly by Witherspoon.

**LIGHTNIN' HOPKINS**

**PAPA JONES BOOGIE** 76
SITTIN' IN 652—There's plenty of listening appeal in this duet for bones and guitar. It has a brisk beat and hops along brightly from start to finish. This can be heard with pleasure most anywhere.

**EVERYTHING HAPPENS TO ME** 69
The guitar sounds as mournful as the chanter in this etching of a Deep South blues. Should do okay in the right areas.

**JIMMY WILSON**

**IT'S A SIN TO TELL A LIE** 70
ALADDIN 3146—The oldie of a decade ago is sung in no-no fashion by the warbler, but he brings the item to life when he talks the tune, adding some very interesting and listenable phrases. Ork work and recordings are only fair, but Wilson's sharp talk may help this one catch spins.

**MISTAKE IN LIFE** 69
Warbler Wilson gives this Southern-styled blues an effective vocal, backed by a frenetic combo. Might go in the Southern market.

**COUNTRY ALL STARS**

**TENESSEE RAG** 76
V 20-4931—The group consists of Chet Atkins on the guitar and Homer and Jethro with their guitar and mandolin, respectively. Breakdown tune is a Atkins product which the three go to work on in lively fashion. Combination is strong enough to pull a lot of spins.

**MY LITTLE GIRL** 70
This side is sparked by Jethro's mandolin picking. This includes a gang vocal done in unison, quite unlike Homer and Jethro's normal versions.

**HOMER AND JETHRO**

**THE BILLBOARD SONG** 76
V 20-4936—Cute novelty ditty mixes up the commercial messages of advertising billboards in funny style. Deadpan style of the chanters points up the humor. Country deejays could have a time with this one.

**CHILD PYSCHOLOGY** 70
Child pyschology may be okay for us moderns, but when the singers were young, they tell, more drastic methods were used to enforce juvenile discipline. Homer and Jethro have another side that will evoke plenty of chuckles.

**MICKI WILLIAMS**

**ONE HUNDRED YEARS FROM TODAY** 75
V 20-4939—Miss Williams injects a lot of heart into her torchy reading of this ballad. Ork backing is on the smooth side.

**HOW DO YOU FEEL ABOUT ME** 65
Tempo steps up on this side for a bright effort by the thrush. Compared with the other side, which has considerable distinction, this one lacks the import despite some wild orking in spots.

**LOWELL FULSON**

**BLACK WIDOW SPIDER** 75
SWING TIME 308—Fulson wails his way thru a Southern blues item for an effective side that should earn spins in the territory.

**MIDNIGHT SHOWERS OF RAIN** 69
This moody blues-weeper is warbled easily by Fulson. Doesn't have the impact of flip side, tho.

**JOHNNY HORTON**

**THE REST OF YOUR LIFE** 75
MERCURY 6418—Bouncy new effort penned by the singer receives a bright reading from Johnny Horton. Mercury's new country warbler. Disk should get spins.

**THIS WON'T BE THE FIRST TIME** 72
Horton sells this new country weeper simply and with lasting, giving the attractive tune a sincere rendition.

**CAROLINA COTTON**

**NOLA** 75
MGM 11329—Fans of the genre will enjoy Carolina Cotton's top-flight yodeling and exhibits them on this waxing, even including a duet with herself via dub-ins. Rural areas should go for this platter.

**YODEL, YODEL, YODEL** 70
Same comment.

**JIMMY BALLARD**

**I WANT A BOWLEGGED WOMAN** 74
KING 1118—Honky tonk jukes might find this side a nickel catcher. It's likely, tho, that many country listeners will find it a little too rough. Chanter turns in a neat performance.

**SHE'S GOT SOMETHING** 66
The mildly suggestive lyrics of this one will help the side in some spots and hurt it in others. Ballard does okay on a country ditty that's pretty routine otherwise.

**EDDIE (CLEANHEAD) VINSON**

**GOOD AREAR ALLEY** 74
KING 4563—Chanter has a slear, intense style that projects well on this platter. Opus has enough drive to attract some action.

**I NEED YOU TONIGHT** 71
The blues about a love-sick guy is sold strongly by Vinson. The pleading quality in his tenor voice should appeal to listeners.

**THE ROYALS**

**I'LL NEVER LET HER GO** 74
FEDERAL 12098—The boys tackle a rocker with the spirit and drive of revival meeting chant. It all adds up to a good honking hand-clapper for the Detroit quintet.

**A LOVE IN MY HEART** 70
Very much in the vein of vocal group disks making the rounds these days is this slow ballad reading.

**FREDDIE STRONG-FATS GAINES ORK**

**BLUE MOON** 74
ALADDIN 3149 — Strong sells this slow blues item in okay style as he tells of his woman troubles. Combo lends quiet support.

**GAINE'S BOOGIE** 70
Jump boogie effort receives a wild vocal from the warbler and an even wilder reading from the ork. However, in spite of the drive, the disk is disappointing.

**ARKIE SHIBLEY**

**THREE DAY PASS** 74
GILT-EDGE 5072 — Shibley is still trying to come up with another "Hot Rod Race." This isn't it, tho its a good talk-sing story about a sorry G.I. Has a moral, too.

(Continued on page 48)

## FOLK TALENT AND TUNES

(Continued from page 36)

TV film with **Hank Thompson** September 29 in Memphis.

### Disk Jockey Doings

**Eddie Zack** (Decca), d.j. at WHIM, Providence, reports that the WCOP Hayloft Jamboree, Boston, opened September 19 at Mechanics Halls, Providence, with **Ray Smith** (Coral), **Kanny Roberts**, himself, and **Nelson Bragg**, WCOP, d.j., as emsee. . . . **Jim Tucker**, formerly at KCUL, Fort Worth, has moved to the new outlet there, KXOL, where he'll beam an afternoon rustic show daily. . . . **Dennis Surber** is doing a remote from a car dealer's showroom via KPAN, Hereford, Tex. . . . **Warren Jarvis**, WNVA, Norton, Va., reports that **Bill Monroe's** unit, which played there September 4, consisted of **Sonny Osborne**, banjo, **Jimmy Martin**, guitar, and **Charlie Klein**, fiddle. . . . **Jim Wilson**, WORZ, Orlando, Fla., is moving his shows to WHOO in the same city. He will continue to run his remote from a used car lot, which is drawing 1,000 weekly on Saturday nights.

**Carl Shook**, WKYW, Louisville, reports that **Marv Sbiner** (Decca) is touring with the Camel Caravan playing service installations. . . . **Tommy Cutrer**, who was injured recently in an auto accident, is back at the mike at KCIJ, Shreveport, La. . . . **Art Rupe**, of Specialty, has concluded a waxing pact with **Biff Collie**, KNUZ, Houston. Collie's wife, **Margo**, is on Columbia. Both are signed with Hill and Range. . . . **Sam Lillibridge**, KCLW, Hamilton, Tex., is doing personals with artists in the area. . . . **Ed Lyon**, KWLK, Longview, Wash., reports that a new record firm, Glide, has a hit in his area, called "Doughboys in Heaven," by **Roger Crandall**. . . . **Jim Spero**, KRUX, Glendale, Ariz., reports that the station is giving away phonograph records as prizes to listeners who send in the cleverest station breaks. . . . **Longhorn Joe**, KROW, Oakland, Calif., has added another hour to his daily sked. . . . **Andy Jones**, KVAN, Vancouver, Wash., reports that **Joe Lane**, a fellow d.j. and band leader, has leased a hall at Salem, Ore., where they'll work dances regularly. The **Dick Todd** on stage.

names later. Lane and band are spot, Aumsville Pavilion, will use still playing Sunset Park Ballroom, Banks, Ore.

**Smokey Miller** is the new d.j. at KAWT, Douglas, Ariz. He is seeking new records for his "Old Corral Boss" shows. . . . **Jimmy Heap**, KTAE, Taylor, Tex., reports that **Butterball Harris**, KTAE, Taylor, Tex., has taken over operation of Buckholts, Tex., Hoedown every Monday night, featuring **Slim Willet** (4 Star), **Jessie James** (4 Star) and Heap's Capitol band. **Dava Moss**, WESC, Greenville, S. C., reports that **Eddy Arnold** recently did capacity for two shows at the Carolina Theater there, which was the first time the house played a rustic show. . . . **Elmer Snodgrass**, WAKE, Greenville, S. C., reports that a beauty parlor sponsor and he worked out a gimmick whereby he got a permanent. The reception to his new curly locks, he says, was best publicity gimmick he's used thus far.

## RHYTHM AND BLUES NOTES

• Continued from page 40

mental and vocal names, the house reopening September 26 with **Duke Ellington**; following the October 3 week with **Erskine Hawkins**; with **Ivory Joe Hunter**, **Larry Darnell** and **Thalma Carpenter** for October 10 week. After two weeks with a straight picture offering, to follow on October 17 in "Cry the Beloved Country," October 30 brings in **Frankie Laine** plus **Ruth Brown**, with the **Mills Brothers** already set for the November 14 week. . . . **Kenneth Billings** and his Swing Organ Trio first-timing it at Philadelphia's Powelton Cafe. . . . **Wild Bill Davis** has been signed to put in a total of 10 weeks at varying times during 1953 at Pep's Musical Bar, Philadelphia. . . . New Click in Philadelphia, booked by the **Jolly Joyce Agency** in New York, has **Thelma Carpenter** heading the September 22 week show, following in a week that had **Savannah Churchill** plus


# REMINGTON GUARANTEES
# FULL 40% DEALER PROFIT!

REMINGTON

★ REMINGTON'S catalogue of "45" RPM classical records are now being produced on the new EXTENDED PLAY "45" record.

★ REMINGTON guarantees full 40% *dealer profit* regardless of when present stock of 45s were bought. Dollar for dollar present 45s may be exchanged for Remington's new EXTENDED PLAY 45s.

★ The new EXTENDED PLAY "45" classical record, with one giving as much as two, will make present stocks obsolete, dead-wood. If left on the shelves, the dealer must sacrifice his profit and worse — take a beating!

★ EVERY break favoring the music lover must go along with REMINGTON'S guarantee to its dealers of a full 40% profit *and* QUICK turnover.

★ NO DEAD-WOOD in dealer stores with REMINGTON'S policy of giving 100% exchange on *all* records.

★ The entire REMINGTON catalogue is made up of best-seller records. Yet, any time any records do not move out and bring in profit for the dealer, they are exchanged for hustlers that sell fast.

★ That is why REMINGTON dealer stocks turn over 12 times and more on a low investment (as against a 3 times and less turnover on labels where the investment is great and often tragic).

Here are some of the renown artists who have made Remington records acclaimed by music critics as a great contribution to American Music.

ROSETTE ANDAY, Contralto
MICHELE AUCLAIR, Violin
SIMON BARERE, Piano
KURT BAUM, Tenor
FRITZ BUSCH, Conductor
SARI BIRO, Piano
KARIN BRANZELL, Contralto
GASPAR CASSADO, Cello
JORG DEMUS, Piano
ERNST VON DOHNANYI, Piano
RICHARD DYER-BENNET
NILOE DUEDEN, Soprano
EDWARD KILENYI, Piano
GIACOMO LAUBI-VOLPI
EMANUEL LIST, Bass
WILHELM LOIBNER, Conductor
JOSEF MESSNER, Conductor
JULIUS PATZAK, Tenor
IVAN PETROFF, Baritone
ARTUR RODZINSKI, Conductor
FRANCES SCHIMENTI, Soprano
ALBERT SPALDING, Violin
ASTRID VARNAY, Soprano
HANS WOLF, Conductor
KURT WOSS, Conductor
FRIEDRICH WUHRER, Piano

Yes Let's salute the progress of the EXTENDED PLAY "45" record. It is good to develop improvements to give the buyer more for his money. BUT let's do it without making the dealer pay for the change-over. The Remington way!

Yes Let's salute again RCA Victor's BLUEBIRD label for its new low price and cheer it for helping REMINGTON convince more music lovers that they do not need to pay $5 or $6 for *ANY* long play record.

Q.E.D. THIS IS IMPORTANT! In the past 60 days over 650 record dealers have added the REMINGTON LABEL — convinced that 6,586 dealers must be right — that they cannot live on only high priced labels.

REMINGTON guarantees more customers, 100% exchange. Low investment. Quick turnover. Fine recordings. 80% vinyl content. Great Orchestras. Great Artists. Great Performances. A catalogue of best-sellers.

Wire — phone — write and a Remington distributor will tell you about the new sales promotion plan guaranteed to bring you *new* customers and quick sales at full profit.

Don Gabor
PRESIDENT

REMINGTON FACTORY GUARANTEED RECORDS STAND THE TEST OF THE BEST

REMINGTON

REMINGTON RECORDS INC. • PENTHOUSE • 551 FIFTH AVENUE, N. Y. 17, N. Y.

Best Sellers King AND Federal RECORDS

POPULAR King 15109 45-15109
STEVE LAWRENCE
SUDDEN FEAR
ALWAYS LOVE ME

WESTERN
TERRY PHILLIPS
PELANDING
HOPIN'
15201, 45-15201

FOLK King 1106, 45-1106
MOON MULLICAN
JAMALAYA
A MIGHTY PRETTY WALTZ

BOB NEWMAN
GREETINGS
TONIGHT'S THE NIGHT
5106, 45-1108

King 1095, 45-1095
EDDIE SMITH
THE PREACHER AND THE BEAR
SNOW DEAR

DELMORE BROS.
HOW YOU GONNA GET YOUR LOVIN' DONE?
I EAIR GOODNIGHT.
MY DARLING
1115, 45-1115

BLUES
King 4527, 45-4527
RHYTHM
SONNY THOMPSON
I'LL DROWN IN MY TEARS
CLANG-CLANG-CLANG

SONNY THOMPSON
LET'S CALL IT A RAY
BLUES MAMBO
4541, 45-4541

King 4525, 45-4525
THE SWALLOWS
BESIDE YOU
YOU LEFT ME

TRE CRECKERS
OH, OH, OH, BABY
FLAME IN MY HEART
4588, 45-4858

Federal 12068 45-12068
TRE DOMINOES
HAVE MERCY, BABY
DEEP SEA BLUES

TRE ROYALS
MOONRISE
FIFTH STREET BLUES
12088 45-12088

Federal 12098 45-12098
TRE ROYALS
A LOVE IN MY HEART
I'LL NEVER LET HER GO

LIL GREENWOOD
GRANDPA CAN BOOGIE, TOO
NEVER AGAIN
12098, 45-12068

DISTRIBUTED BY
King RECORDS INC.
1540 BREWSTER AVE. CINCINNATI 14, OHIO


# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)*

## • Record Reviews

**Ratings:** 90-100 TOPS—80-89 EXCELLENT—70-79 GOOD—40-69 SATISFACTORY—0-39 POOR

**How Ratings Are Determined** Each rating is on the basis of nine key categories. Each category is assigned a maximum number of talent within which each new release is rated.

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 25; interpretations 15; arrangement, 15; name value, 15, record quality (surface), etc.), 5, music publisher' air performance potential, 10, exploitation (record—promotion firm, legit and other "plug" aids), 10; manufacturer's distribution power, 10, manufacturer's efficiency 5

**Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.**

### POPULAR

**FRANKIE LAINE-JO STAFFORD**

**PIECE A-PUDDIN'** ..... 87
COLUMBIA 39867—This one is exciting from the bright opening chord to the driving finish. It is an adaptation of a cute kiddie nursery rhyme, and Laine and Stafford, with the help of a smashing, swinging ork arrangement, hand this novelty a sensational performance. This sparkling, lively waxing should be a winner for the Stafford-Laine duo.

**TONIGHT WE'RE SETTING THE WOODS ON FIRE** ..... 84
Laine and Stafford sock over the lyrics of this wild, tingly new effort, paced by a driving steel guitar and ork backing. The duo sells this infectious ditty powerfully and it should be a solid coin-catcher. Both sides will see a lot of very healthy action.

**TONY BENNETT**

**STAY WHERE YOU ARE** ..... 84
COLUMBIA 39866—The pretty, new tune is handled with the distinctive Bennett charm and warmth for an exciting that should be a big one for the warbler. Backing by Percy Faith provides a tasteful backdrop. Jabe ops will especially like the timing (2:10)

**ANYWHERE I WANDER** ..... 83
Bennett comes thru with a beautifully modulated performance of the ditty from the upcoming pic, "Hans Christian Andersen." It opens and closes quietly but has a good deal of intensity. If the tune happens, this entry should shim some of the cream.

**GUY LOMBARDO ORK**

**I WENT TO YOUR WEDDING** ..... M
DECCA 28411 — The smooth treatment Lombardo gives to the sentimental hit is or appropriate or can be. The ditty is headed straight up and this rendition can hardly miss cutting out a healthy slice of the action. Kenny Gardner's warble is finely tempered.

**SOMEWHERE ALONG THE WAY** ..... 72
The beautiful tune has taken a long time to build and will probably take a long to wane. Lombardo's danceable version, with Kenny Gardner doing the piping, will be welcomed by many.

**RALPH MARTERIE ORK**

**OL' MAN MOSE** ..... 84
MERCURY 5903 — Lois Amecke, helped by a gang vocal and a driving accompaniment from the Ralph Marterie crew, comes thru with a solid rendition of the wild, novelty oldie, socking over the lyrics for all they're worth. Platter could be a big one ag the jukes, and should grab much loot.

**TAKES TWO TO TANGO** ..... 77
The thrush does a good job on the upcoming novelty, in a style and arrangement quite similar to the Pearl Bailey waxing on Coral. The Marterie ork work is very effective. If the Bailey cutting clicks this disk should share some of the loot.

**NAT (KING) COLE-LES BAXTER ORK**

**THE RUBY AND THE PEARL** ..... 84
CAPITOL 2230 — New movie tune from "Thunder in the East" is given a moving performance by Cole with his warm, intimate style. A string-filled arrangement by the Les Baxter ork helps make this a potential winner for Cole.

**FAITH CAN MOVE MOUNTAINS** ..... 83
This is another in a number of excellent waxings of this moving ballad. Should the tune click, Cole's effort should cut in for big returns. Backing by the Nelson Riddle ork and w chorus is tops.

**AMES BROTHERS**

**MY FAVORITE SONG** ..... 86
CORAL 60846—The chanters should have a strong follow-up to their last effort, "String Along," in this ditty. Tune has lost of appeal and has already created a stir in a cutting on the Devon label. The warm interpretation handed the ditty makes the side a likely contender.

**AL-LEE-O! AL-LEE-AY!** ..... 72
The boys gallop thru w brisk Western-style ditty about a ride back to w prospective bride. The arrangement has a smart and joyous sound in this cutting. Deejay attention could be in store.

**DORIS DAY-DONALD O'CONNOR**

**NO TWO PEOPLE** ..... 84
COLUMBIA 39863—Cute' new ditty from the Frank Loesser score to the "Hans Christiad Andersen" flicker is given a fresh and engaging duo warble by Miss Day and O'Connor. Tune is catchy and the side should attract lots of attention.

**YOU CAN'T LOSE ME** ..... 72
Ditty built around a familiar romantic theme is sung with charm by the two-some. Deejays should twirl some.

**RUSTY DRAPER**

**I GOTTA HAVE MY BABY BACK** ..... 82
MERCURY 5894—This is one of Draper's strongest waxings to date. The warbler hands the Floyd Tillman ditty a mighty powerful performance, pouring his heart into the song, with solid support from the ork. This platter could bust out if exposed.

**SING, BABY, SING** ..... 72
The warbler puts a lot of spirit into the rhythmic oldie of many years ago, that could catch some action in the boxes.

**LU ANN SIMMS-PERCY FAITH ORK**

**PUPPY LOVE** ..... 84
COLUMBIA 39841—A lovely ballad is well sung and played for a strong side.

**WHEN IT'S JUST ABOUT SEPTEMBER** ..... 72
The youngster hands a lovely new ballad a warm reading. Could get some action with promotional help. Thrush shows up very well on her first waxings for the label.

**YONY MARTIN**

**DON'T TEMPT ME** ..... 80
V 20-4944—Martin has a "big" ballad which he socks across well with his rich voice. Orking by Henri Rene showcases his effort nicely. Martin really sells this one and it could break if exposed.

**FORGIVE AND FORGET** ..... 78
A slow sentimental ballad is projected with a lot of tenderness by Martin with a nifty Hugo Winterhalter orking behind him.

**KAREN CHANDLER**

**HOLD ME, THRILL ME, KISS ME** ..... 79
CORAL 60831—Here's a beautiful, new ballad (despite he humbastic title) which Miss Chandler (Eve Young) projects with a great deal of feeling to a "heartbeat" tempo in the backing. It also features an interesting use of the multi-dub technique. Side could garner plenty of attention if exposed.

**ONE DREAM** ..... 76
The thrush duets with herself prettily as she reads the new waltz ditty. Another good side.

**FRAN WARREN**

**TAKES TWO TO TANGO** ..... 72
MGM 11334—Quick follow-up to the Pearl Bailey platter should do well for Fran and the label. It's a good-enough version to get some of the action.

**SETTIN' THE WOODS ON FIRE** ..... 75
Another light-hearted item here. It's cute but fails to stir up anything special.

**CHAMP BUTLER**

**YOU WIN AGAIN** ..... 72
COLUMBIA 39868—Butler turns in a strong reading of a new, attractive Hank Williams effort. The warbler sells it with a lot of heart and the ork and chorus backing is very pretty. Platter should catch deejay spins, and may garner some loot.

**CROSS MY HEART, MADAME** .. 84
In spite of a bright arrangement, this Josef Marais item is not a very good vehicle for Butler, even tho he tries hard with it. Ditty would go better on a kiddisk.

**FRANKIE CARLE ORK**

**MADEMOISELLE** ..... 76
V 20-4928—This is the first instrumental of the click tune which should enhance further the reputation of the Carle group. The leader leads with his piano and is backed beautifully by lush strings. Deejays should go for it.

**THE AGNES WALTZ** ..... 75
More smooth ork work by Carle and his boys on a waltz.

**LEROY HOLMES ORK**

**IDAHO** ..... 72
MGM 11331—The Glenn Miller and Benny Goodman ork hit of a decade ago receives a solid performance from the Holmes ork on this instrumental slicing. Ork work is fresh and clean and the disk could pull plays on jukes.

**THE RUBY AND THE PEARL** ..... 73
Tune from the forthcoming flick "Thunder in the East" is waxed in okay style by the Holmes band, with an effective reading by the chorus.

**ACQUAVIVA ORK**

**CRUTAIN TIME** ..... 72
MGM 30668 — Singer-deejay Bob Maymes wrote this one. It's a lilting instrumental done up beautifully by the big ork. Should do fine with the Leroy Anderson and Arthur Fiedler set.

**MY LOVE—MY LOVE** ..... 72
The lush, string-full ork presents a sweeping sound in its reading of the frenier's wa a composition. Should do well with jocks and the quieter locations.

**THE FOUR LADS-MITCH MILLER ORK**

**SOMEBODY LOVES ME** ..... 77
COLUMBIA 39865—The oldie is set or on infectious rhythm by the Mitch Miller ork for a bright vocal effort by the group. Quartet really swings away at the end. Should pull the coin.

**THANKS TO YOU** ..... 72
Tune from pic "Somebody Loves Me" is warbled harmoniously by the Four Lads.

**TOMMY EDWARDS**

**YOU WIN AGAIN** ..... 77
MGM 11326—A very good performance by Edwards, who sings this tune Hank Williams item in country-ish style. The warbler sells it sincerely and the ork arrangement is very listenable. Disk should be spun by jocks.

**SINNER OR SAINT** ..... 78
Another smooth vocal by Edwards on an appealing new ballad. Ork lends sweet support. A good disk.

**MARTHA LOU HARP**

**FALL INTO SOMEBODY'S ARMS.** 77
DECCA 28394 — Beautiful ditty is sung warmly by the sultry-voiced thrush. Tune and tempo are dreamy. A fine waxing, particularly good for low-light jake spots.

**THEN YOU'VE NEVER BEEN BLUE** ..... 78
The moody opus is sung by Miss Harp in her appealing, intimate style. It's another beautiful job that could do some business if promoted.

**PAUL WESTON ORK**

**NORMAN LUBOFF CHOIR**

**FORGETTING YOU** ..... 77
COLUMBIA 39864—Sentimental ballad of yesteryear is nostalgically rendered by the Norman Luboff Choir with the aid of a quiet and effective Weston arrangement.

**WONDERFUL COPENHAGEN** ..... 74
Tune from new film, "Hans Christian Andersen," is sung brightly by the choir to a lilting ork backing.

**ART MOONEY ORK**

**WINDOW SHOPPING** ..... 77
MGM 11330—Alan Foster and the Cloverleafs turn in w strong reading of the country tune over a mighty elective, bright musical backing by the May-styled Mooney ork. A good item for the jocks.

**OVER THE HILL** ..... 74
Shorty Long does a nice job on this cute, infectious novelty, with the help of the chorus and a sweet arrangement by the Mooney crew. Another good side.

**LITA ROZA-TED HEATH ORK**

**EARLY AUTUMN** ..... 77
LONDON 1256—Mood item is beautifully sing by Miss Roza. Backing by the Heath band is a stand-out. Thrush is building a flock of fans and one of these days she's due to bust loose.

**VANESSA** ..... 73
This is a first-class reading of the current Winterhalter hit. Had it been available sooner, this undoubtedly would have cut a big slice of the action. It still might catch some spins.

**ALAN DEAN**

**LET'S CALL IT A DAY** ..... 72
MGM 11327—The singer sounds quite relaxed on the Brown-Henderson evergreen. He sings it in a smooth, easy style that the deejays will like.

**RAGGLE TAGGLE GYPSIES** ..... 74
Dean's first waxing since his hit "Laura Rosa" is a pop version of the dramatic oldie about gypsies, et al. Dean warbles the item with intensity and the ork plays it with drive, but it is a pretentious item for a pop singer.

**DOLORES HAWKINS**

**SING YOU SINNERS** ..... 76
CORAL 60832—Jubilee-type opus is sold strongly by the gal and chorus to intense and rhythmic backing. Juke ops should find a slot for this one.

**I'M IN THE MOOD FOR LOVE** ..... 72
Miss Hawkins turns in a fine rendition of the beautiful oldie that many will enjoy. Good program wax.

**BOB EBERLY-LES BAXTER'S ORK**

**BACK STREET AFFAIR** ..... 75
CAPITOL 2230 — Country tune is warbled with warmth by Eberly with a small group behind him that features an organ.

**WHEN I DREAM** ..... 76
Lovely slow ballad is rendered well by Eberly with his well-modulated voice with a fine assist by the Baxter ork.

**CINDY LORD**

**MY LOVE, MY LIFE** ..... 75
MGM 11313 — The Livingston-Evans ballad from the new flick "What Price Glory" is due for some exploitation and this version should get spins. A pretty tune.

**MIGHTY LONESOME FEELING** ..... 76
The Boston teen-ager does very well with an attractive new ballad.

**ANDREWS SISTERS-ALFRED APAKA**

**NALANI** ..... 72
DECCA 28294—The gals are on a Hawaiian kick in this platter. They have the strong assistance of Alfred Apaka as the male chanter, and together they turn in a fresh reading of the Island opus. Good program wax.

**MY BLUE GOLDEN DREAMS** ..... 72
Another dreamy side full of nostalgia for the happy islands is delivered with taste by the Andrews Sisters and Apaka.

**DUKE ELLINGTON ORK**

**SMADA** ..... 76
OKEH 6911—Pleasant riff tune receives a listenable performance on this instrumental waxing by the Ellington ork, which features some good ensemble work by the band. Duke's fans will like.

**COMB ON HOME** ..... 73
New blues effort, penned by the Duke, is handed a good mournful vocal by Grissom while the Ellington ork adds a blues mood.

**STANLEY BLACK-CARIBBEAN CARNIVAL ORK**

**TANGO** ..... 76
LONDIN 1244—Familiar Latin item is soloed in restrained but effective manner by pianist Black with the ork adding a lush backing. Ought to collar some spins.

**LA ESTRELITA** ..... 72
More of the same.

**CARMEN CAVALLARO ORK**

**RHLLORO** ..... 74
DECCA 28403—The accompaniment is almost all rhythm and try as he exciting backing Cavallaro contributes a sparkling job on the 88's. The beat is rhumba, there's too much going on for much dancing. Good for the jocks.

**MALAGUENA** ..... 72
Cavallaro fans and many others should find this bright rendition of the familiar Latin opus an attractive platter. Beat is foxtrot.

**BERNICE PARKS-FRED NORMANS ORK**

**WILD GRAPES** ..... 74
SEGER 78-7004—An interesting and haunting piece of material is given a driving rendition by the Normans ork, and chorus. Miss Parks registers strongly with her exciting reading. Jockeys should spin.

**COOL SATURDAY NIGHT** ..... 72
Bluesy-type material is projected with warmth by the thrush.

**ARTHUR FIEDLER, CONDUCTING BOSTON POPS ORK**

**DELICADO** ..... 73
V 49-3919—Somewhat late, but this still figures to catch some of the action because of the ork's following.

**FRANCESCA** ..... 72
Penned by deejay Sherm Feller from Boston, the lush instrumental tango should stir up some action around Beantown—and elsewhere.

**HERB KENNY**

**MY SONG** ... 73
MGM 11332 — Backed by a vocal group, Kenny reads off the ballad with a smooth, intimate style. Tune is now a big hit in the r.&b. field.
**YOU NEVER HEARD A WORD I SAID** ... 70
Material here is much weaker.

---

**NORM HOAGY ORK**

**IF YOU WOULD ONLY BE MINE** 73
LISTEN 1433—Chirp Sally King handles the lyrics on an attractive waltz ballad. Tune has been waxed by a number of country singers.
**GEORGIA** ... 60
Instrumental reading of the oldie sounds like nothing more than the terp medleys purveyed by typical hotel room orks.

---

**ELLY FROST-DICK MANNING ORK**
**WHY?** ... 71
CARNIVAL 7001—Elly Frost shows to nice advantage as she warbles this Latin item. Orking by the Manning and sets a nice beat in backing her. A nice disk.
**GRATEFUL** ... 65
The Miss Frost comes thru with another nice reading, material seems on the weak side.

---

**JONI JAMES**

**WHY DON'T YOU BELIEVE ME** 70
MGM 11333—Miss James continues to impress with her chanting. With enough exploitation she could break thru. Her reading here, of a nice, new ballad is smooth.
**PURPLE SHADES** ... 67
The chirp could use better material to good advantage.

---

**FRAN McKENNA-THE SUN RAYS**

**PLEASE DON'T TALK ABOUT ME WHEN I'M GONE** 78
CARDINAL 1082—The Sun Rays—a harmonica duo of no mean ability—set a lively pace for a bright reading of the oldie by Miss McKenna. Ops should give it a listen.
**TIME WILL TELL** ... 65
Slow ballad is sung nicely but fails to maintain the same interest as flip side.

---

**PAUL DARNAY**

**HAVANA HEAVEN** ... 70
BREWSTER 4700—Ork sets a pleasant Latin beat while Darnay turns in a neat vocal effort. Choir accompanies in the background. Singer shows up well in his first disk effort.
**DON'T CRY MY HEART** ... 60
An over-pretentious arrangement by chorus and ork confuses an otherwise nice job by Darnay.

---

**BETTY COX**

**HOW WRONG CAN YOU BE** 69
SELECT 186—Miss Cox sings well and the ork turns in a good backing. Okay wax for the label.
**UP TO NOW** ... 59
Ditto.

---

**JILLA WEBB**

**MY BABY'S ARMS** ... 65
MGM 11328—Jilla Webb, new thrush on the label sings this pleasant tune in a hushed and breathless style which sounds rather affected. When the gal sings straightforwardly she is more effective.
**THE LOVE IN YOUR EYES** 62
The canary hands this bouncy item a very coy and too cute vocal, over a lilting ork backing. Thrush would come over much more effectively on both sides if she was not encumbered by artificial vocal styles.

---

**TOMMY RICHARDS**

**WAS IT OR WASN'T IT YOU** 65
TRI TONE 1009—Richards sounds like an okay singer and the song is okay, tho unexciting. In all, a fair platter.
**SAMBI GUITA** ... 60
Attempting to do a big tango with a small trio and vocalist doesn't make much sense.

---

**IVORY JOE HUNTER**

**TELL HER FOR ME** ... 69
MGM 11325—A slow ballad is sung and played in nice style by Hunter, with quiet help by the combo.
**THE BIG BOUNCE** ... 60
Ivory Joe Hunter sings this slight effort adequately, while the group, and Hunter furnish okay musical backing.

---

**BILL OSBORNE**
**MALIHINI MELE** ... 62
LISTEN 1439—Okay Hawaiian instrumental.
**SWEET LEILANI** ... 63
Ditto.

---

**ROSS LEONARD**

**YOU'RE MY ALL** ... 60
SANTA 6059—Fair rendition of a new ballad by Ross Leonard over a big ork arrangement. Tune is attractive, but singer is unimpressive.
**ANYONE CAN TELL** ... 55
Same comment.

---

## LATIN AMERICAN

**DANIEL SANTOS**

**NADA SOY** ... 82
SEECO 7210—Medium tempo bolero is given a standout vocal reading by Santos with an effective ork backing. A strong disk that could be a big one for the singer.
**BAJO Y TUMBA** ... 76
Santos and the group run thru bouncy guaracha both vocally and instrumentally.

**PEDRO VIA ORK**

**CANTOS POPULARES CUBANOS** 78
V 451-0058—The vocal-instrumental group originally cut this disk some 15 years ago. It's still a bright collection of Cuban songs of the day.
**SIBONEY** ... 78
Another oldie and another good disk.

---

**TONA LA NEGRA**

**COMO GOLONDRINAS** ... 78
V 23-5623—Lovely bolero is given a moving reading by the songstress to an Americanized backing by the Raphael de Paz ork.
**Y SIN EMBARGO TE—QUIERO** 76
More standout work by the thrush and ork, this time on a samba.

---

**ORQUESTA CASINO DE LA PLAYA**

**ELUBE CHANGO** ... 77
V 451-0047—The repetitious lyrics are given interest thru many rhythmic variations in this waxing. Side is a re-issue in RCA Victor's Collector Series. Many will welcome its new availability.
**CUANDO VUELVAS A QUERERME** ... 74
Solo honors are divided equally in this effort between the rhythmic piano styling of Anselmo Sacasas and the romantic warbling of Miguelito Valdes. The ork contributes a strong beat. A good side.

---

**EVA GARZA**

**EN ADELANTE** ... 76
SEECO 7206—Miss Garza sells the lyrics persuasively while the Continental ork sets a restrained mambo backing.
**NO PUEDO CAMBIAR** 72
Another nice effort by the thrush and ork on bolero.

---

**LEO MARINI**

**MUCHAS GRACIAS** ... 75
SEECO 7177 — Haunting samba is given a sultry reading by Leo Marini over a quiet backing.
**YA'JA' QUE TE VAYA BIEN** 73
Bolero-son is sung brightly by Marini to a sharply punctuated ork backing.

---

**HERMANAS PADILLA**

**LA CULEBRA POLLERA** ... 74
V 23-5825—Ranchera is sung bouncingly by a female duo to an uninhibited orking marked by staccato trumpets.
**ANDELE** ... 74
More of the same.

---

**RAFAEL MUNOZ ORK**

**CASI NA'** ... 74
V 451-0059—The Porto Rican ork delivers a bright guaracha which should please the terp set and the natives as well. A re-issue this, from the collectors' series.
**AMOBANZA** ... 74
The tempo slows up to a bolero son for another good disk.

---

**LUPE Y RAUL**

**TIENES QUE PAGAR** ... 72
V 23-5816—A lively Mexican bolero is slickly sung by the boy-girl vocal team.
**CORAZON PARTIDO** ... 72

---

**HERMANOS MARTINEZ GIL**

**QUISERA** ... 72
V 23-5815—The Martinez Gil brothers come thru with a neat chanting of a Mexican bolero which should please the fans.
**YA NO LLORES CORAZON** ... 72
Ditto.

---

**JUAN LEGIDO**

**LOLA PUNALES** ... 72
V 23-5614—The Mexican outfit turns in a typical paso doble with Legido handling the lyrics.
**CALLE ABAJO** ... 72
More of the same here.

---

**MARIA VICTORIA**

**MALAGRADECIDO** ... 72
V 51-5908—The warbler has an intimate style that projects easily on this waxing. Tune and beat are attractive.
**MENTIRA Y DESENGANO** ... 60
Bolero-beat ballad is warmly sung by Miss Victoria. Backing is tasteful.

---

## SPIRITUAL

**THE SPIRIT OF MEMPHIS QUARTET**

**JESUS BROUGHT ME** ... 83
KING 4562—The group sets a neat beat for its reading of a typical spiritual. The reading is loaded with fervor.
**JUST TO BEHOLD HIS FACE** ... 80
The tempo and the mood are slower and smoother. It's still a fine disk.

---

**THE BRADFORD SINGERS**

**PRAYER TO THE POWER OF THE LORD** ... 80
APOLLO 265—One of the better spiritual groups, the Bradford Singers sell a lovely religious ditty with plenty of heart-felt chanting.
**TEST AT THE JUDGMENT** ... 80
The group turns in another fine performance here.

## CHILDREN

**EDDY ARNOLD**

**HORACE THE HORSE (ON THE MERRY-GO-ROUND)** ... 80
VICTOR Y-459 — Cute-as-a-button kiddily penned by Cy Coben and Charlie Grean should please both the parents and the moppets.
**SMOKEY THE BEAR** ... 80
This is one of a raft of kidisks based on the Government Forestry Services fire prevention bear. Could be, tho, that there's too much of a message contained in the lyric. Promotion is expected to be heavy.

---

**JIMMY DURANTE**

**RUDOLPH THE RED-NOSED REINDEER** ... 83
GOLDEN RECORD BR 13—Despite the powerful competition of the well-established kidisks on this tune, the new Durante version should build its own niche in the seasonal business. A fine hunk of kiddie material in every way. Should spill over into pop market as well.
**SANTA CLAUS IS COMIN' TO TOWN** ... 85
Ditto.

---

**WILLIAM REENE-GAIL RUBIN ORK**
**BENNIE THE BEAVER** ... 83
**(Part 1 & 2)**
COLUMBIA MJV 139—Here is a musical story which is just wonderful! How well it sells will depend greatly on how well-exposed it is. The modern, Stravinskyesque music is great, the story in rhyme is cute-as-a-button and will appeal to the older kids. Yet the use of percussion instruments as part of the story line should hold the interest of the youngsters. A fine item, this.

---

**MITCHELL MILLER ORK-THE SANDPIPERS**
**SONGS FROM WALT DISNEY'S PETER PAN** ... 83
**(Part 1 & 2)**
GOLDEN DBR 6 — Six tunes from the new Disney full-length film are packaged here on a single 10-inch platter. The Mitch Miller ork and the vocal group deliver the lyrics with clarity and drive. Should be a big one soon as the flick goes on general release.

---

**ANNE LLOYD (Mitchell Miller Ork)**

**I'M CALLED LITTLE BUTTERCUP** 80
GOLDEN RECORD R 92 — Sure enough, this is from Gilbert & Sullivan's "H.M.S. Pinafore." It's a fine rendition of the familiar song which should please the moppets—and their parents. A good 25-cent platter.
**WE SAIL THE OCEAN BLUE** ... 80
Ditto.

---

**MITCHELL MILLER ORK**

**GOLDEN CHRISTMAS CAROLS** ... 80
**(Side 1 & 2)**
GOLDEN RECORD RR 11—This is the Christmas addition to the label's 10-inch line. Selection of 11 well-known Christmas Carols and the lush ork used along with a full choral group and boys' choir makes this fine disk material for the coming Yuletime season.

**MITCHELL MILLER ORK**

**ANNE LLOYD-THE SANDPIPERS WILLIE, THE WHISTLING GIRAFFE** ... 76
GOLDEN R 86—The animal with the long neck has no vocal chords, but when he swallowed a whistle he too could make sounds. Cute little ditty is sung neatly. A platter for the younger moppet set.
**THE POKY LITTLE PUPPY** ... 73
The simple, little song is pleasantly chanted for a side kiddies should like.

---

## SACRED

**THE HARMONEERS QUARTET**

**TALK, TALK, TALK ABOUT JESUS** ... 83
BIBLETONE 8006—The group turns in a neat reading of a gospel ditty with a slick, new idea.
**MY HEAVENLY FATHER WATCHES OVER ME** ... 78
Happy Edwards handles the solo vocal for another good side.

---

**KITTY MANN**
**JESUS, MY LORD, MY KING** ... 80
KING 1118 — The country market should go for this boogie beat reading of a spiritual item as delivered by the label's latest artist. The gal also pounds the piano to back herself.
**GUESS I'LL TAKE A JOURNEY** ... 80
The honky piano and country singing style tackle another good piece of religious material for another good side.

---

**BROWN'S FERRY FOUR**

**THE ARM OF GOD** ... 74
KING 1114—Country and Western sacred group comes thru with another of their good readings.
**CAN'T YOU HEAR HIM CALLING** ... 74
Same comment.

---

**JACK RIVERS-JIM LEWIS SONS**

**A BEAUTIFUL LIFE** ... 73
LISTEN 1445—Jack Rivers and quartet handle the lyrics on a country market sacred item. Should do nicely in its field.
**THE MEETING IN THE AIR** ... 73
More of the same.

## Fair Trade

● Continued from page 23

the bill, representatives of the Justice Department continued to hit at the concept of fair trading in speeches before bar associations.

Recently, several key changes in the top brass of the Justice Department, particularly the resignations of former solicitor-general Pearlman and H. J. Morrison, two confirmed opponents of fair trade, have given some lawyers hope that the Department's attitude toward fair trade might be softening. Others, however, are wary to the extent that some feel that the executive arm of the government (the Justice Department) might well oppose the legislative branch (Congress which passed the bill) and bring anti-trust suits against fair-traders. These feel that any announcement about fair trade may be withheld until after the elections, when a new administration might look with greater favor on fair trade.

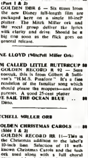

"NO MONKEYING AROUND... THIS IS A DOUBLE HIT!"

say DAVID and HARRY ROSEN, of DAVID ROSEN CO., Mercury Record Distributors, Philadelphia, Pa.

RICHARD HAYES
"FORGIVE AND FORGET"
and
"FORGETTING YOU"
Mercury 5810 • 5810 x 45

TEMPO
The Original Version Direct from the GARRICK THEATRE in London
"MEET MR. CALLAGHAN"
b/w
"PRELUDE RAG"
(Frank Chacksfield Group)
TR-1274 (78 rpm)
TS-4802 (45 rpm)
TEMPO RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

Lawrence DUCHOW



The VAGABOND
"SWISS BOY" WALTZ KING
and his RCA VICTOR RECORDING ORCHESTRA
FEATURING
THE RED RAVENS

FORMER RELEASES
TULIP SERENADE
DUTCH GARDEN SCHOTTISCHE RCA 20-4825
THREE YANKS RCA 20-4690
BARBARA
WISCONSIN WALTZ RCA 20-4563
HA HA—HO HO

Attention OPERATORS
He does it again
2 BIG HITS
on One Record!
RCA VICTOR'S SWISS BOY'S VERSION OF
"I LOVE TO POLKA"
b/w
"THE SKI WALTZ"
RCA 20-4940; (45 rpm) 47-4940

"The Ski Waltz" published by Spin Music, New York City
"I Love To Polka" published by Vitak-Elsnic Co., 4815 S. Ashland Ave., Chicago, Ill.

COIN MACHINE OPERATORS
If you want a FREE Sample of this record, while they last, send your letterhead to
RED RAVEN ENTERPRISES
Box 259
APPLETON, WISC.

STOP! LOOK! LISTEN!
to...
JONI JAMES

"WHY DON'T YOU BELIEVE ME"
and
PURPLE SHADES

MGM 11333—78 rpm K11333—45 rpm

MGM'S ROLL CALL OF HITS!!!

Billy Eckstine
EARLY AUTUMN
BECAUSE YOU'RE MINE
MGM 11301—78 rpm • K 11301—45 rpm

Alon Deon
LUNA ROSSA
and I'LL FORGET YOU
MGM 11269 78 rpm • K 11269 45 rpm

The Four Horsemen
INDIAN LOVE CALL
and SAN ANTONIO ROSE
MGM 11300 78 rpm • K 11300 45 rpm

Hank Williams
JAMBALAYA
WINDOW SHOPPING
MGM 11283—78 rpm • K 11283—45 rpm

Fra Warren
WISH YOU WERE HERE
WHAT IS THIS THING CALLED LOVE
MGM 11271—78 rpm • K 11271—45 rpm

Acquaviva
and his Orchestra
BEYOND THE NEXT HILL
and TILLIE'S TANGO
MGM 30614—78 rpm • K 30614—45 rpm

Jack Fina
and his Orchestra
PASTA FAZOOLA and
RINKY DINKY MELODY
MGM 11307—78 rpm • K 11307—45 rpm

Lennie Hayton
and his Orchestra
SLAUGHTER ON TENTH AVENUE
Parts 1 & 2
MGM 30174—78 rpm • K 30174—45 rpm

Bill Hayes
MY SEARCH FOR YOU IS ENDED
SAY YOU'LL WAIT FOR ME
MGM 11296—78 rpm • K 11296—45 rpm

Fronk Petty Trio
ST. LOUIS BLUES
and CONGRATULATE ME
MGM 11305—78 rpm • K 11305—45 rpm

Hank Williams
SETTIN' THE WOODS ON FIRE
and YOU WIN AGAIN
MGM 11318—78 rpm • K 11318—45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE NEW YORK 36 N Y

M-G-M MEANS MIGHTY GOOD MUSIC


# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section).*

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

MY FAVORITE SONG.....Georgia Gibbs.....
Mercury 5912

Ames Brothers.....
Coral 60846

A lovely, melodic new ballad with a lighthearted air receives a very persuasive performance from Georgia Gibbs, and a smooth rendition from the Ames Brothers. The original waxing of the tune on Devon Records with Marion Caruso is another good disk

PIECE A-PUDDIN'.....Jo Stafford-Frankie Laine.
Columbia 39867

Stafford and Laine sock over the swingy, rhythmic effort, based on a kiddies' nursery rhyme, in an infectious, exuberant style, backed by a "Hambone"-type combo sound. Disk should click quickly. Flip, "Tonight We're Setting the Woods on Fire," also is a powerful item.

## • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be

| | | | |
|---|---|---|---|
| 1. | LADY OF SPAIN | Eddie Fisher-Nugo Winterhalter Ork | Victor 20-4953 |
| 2. | BLUES IN ADVANCE | Dinah Shore | Victor 20-4926 |
| 3. | THREE LETTERS | Kay Starr | Capitol 2213 |
| 4 | YOU'LL NEVER GET AWAY | Don Cornell-Teresa Brewer | Coral 60829 |
| 5. | MEMPHIS IN JUNE | Johnny Mercer Billy May Ork | Capitol 2218 |

## • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be

| | | | |
|---|---|---|---|
| 1 | FAITH CAN MOVE MOUNTAINS | Johnnie Ray | Columbia 39837 |
| 2 | MOONLIGHT ON THE GANGES | Sauter-Finegan Ork | Victor 20-4927 |
| 3. | BLUES IN THE NIGHT | Rosemary Clooney | Columbia 39813 |
| 4 | MY LOVE AND DEVOTION | Perry Como | Victor 20-4877 |
| 5. | CARMEN'S BOOGIE | Andrews Sisters | Decca 28342 |

## • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be.

| | | | |
|---|---|---|---|
| 1. | COMES A-LONG A-LOVE | Kay Starr | Capitol 2213 |
| 2. | FEET UP | Guy Mitchell | Columbia 39822 |
| 3. | MAGEMOISELLE | Eddy Howard | Mercury 5898 |
| 4. | SOME FOLKS DO AND SOME FOLKS DON'T | Eileen Barton | Coral 60833 |

## • The Country and Western Disk Jockeys Pick

PICKS that appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

| | | | |
|---|---|---|---|
| 1. | I WENT TO YOUR WEDDING | Hank Snow | Victor 20-4909 |
| 2. | AN AMATEUR IN LOVE | Slim Whitman | Imperial 8163 |
| 3. | SETTIN' THE WOODS ON FIRE | Hank Williams | MGM 11318 |
| 4. | I'LL ALWAYS TAKE CARE OF YOU | Webb Pierce | Decca 28369 |
| 5. | I'M HOG-TIED OVER YOU | Tennessee Ernie-Ella Mae Morse | Capitol 2215 |

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A TOP SELLING FORCE

A Truly Great Record Comes SMASHING through

"MY GOD IS REAL"

NO. 7005 7005-45

SUNG BY THE RICH, NEW VOICE OF

J.T. ADAMS

AND THE MEN OF TEXAS

**Sheet Music Available**

*Sole Selling and Licensing Agent*

**BABB MUSIC PUBLISHERS**

535 4TH AVE. S. NASHVILLE, TENNESSEE

D. J. Samples Free Upon Request

***DISTRIBUTORS FOR REPUBLIC RECORDS***

ALLEN DISTRIBUTING CO., Richmond, Va.
AMANN DISTRIBUTING CO., New Orleans, La.
BIG STATE DISTRIBUTING CO., Dallas, Texas
B&G RECORD SERVICE, Portland, Oregon
BUKLEY DISTRIBUTING CO., Jacksonville, Florida
COASTLINE DISTRIBUTORS, INC., Nashville, Tennessee
COASTLINE DISTRIBUTORS, INC., Memphis, Tennessee
CADET DISTRIBUTING CO., Detroit, Michigan
COSNAT DISTRIBUTING CO., New York, N. Y.
COSNAT DISTRIBUTING CO., Philadelphia, Penn.
HIT RECORD DISTRIBUTING CO., Cincinnati, Ohio
INDIANA STATE DISTRIBUTORS, Indianapolis, Ind.
LEIBERMAN DISTRIBUTING CO., Minneapolis, Minn.
MANGOLD DISTRIBUTING CO., Baltimore, Maryland
MANGOLD DISTRIBUTING CO., Charlotte, N. C.
FRUMRIN SALES CO., Chicago, Ill.
MUTUAL DISTRIBUTING CO., Boston, Mass.
OHIO RECORD SALES CO., Cleveland, Ohio
ROBERTS DISTRIBUTING CO., St. Louis, Mo.
SOUTH COAST AMUSEMENT CO., Houston, Texas
STANDARD DISTRIBUTING CO., Pittsburgh, Penn.
SUNLAND DISTRIBUTING CO., El Paso, Texas
TELL MUSIC DISTRIBUTORS, INC., Madison, Wis.
UNITED MUSIC CO., San Francisco, Cal.

**REPUBLIC RECORDS**

BOX 391, NASHVILLE, TENN.

ROSANNE
You'll Never Get Away
The Agnes Waltz
ABC MUSIC CORP.
BOURNE INC.
799 7th Ave., N. Y. 19, N. Y.

"HOMINY GRITS"
DEAN MARTIN
CAPITOL

AMERICAN MUSIC, INC.
1576 Broadway, N. Y. • 9109 Sunset Blvd., Hollywood
CI 5-2800 CR 1-5754

Another BMI Pin-Up Hit!
"STRING ALONG"
Published by Regent
Recorded by
The Ames Brothers.....(Coral)
Exclusively Licensed by
BROADCAST MUSIC, INC.

Watch for . . .
"SMOKEY THE BEAR"
HILL and RANGE
SONGS, INC.
BEVERLY HILLS, CALIF.

LONDON RECORDS
ffrr
"The finest sound on record"

THE EPIC BALLAD FROM THE EPIC FILM
HIGH NOON
(DO NOT FORSAKE ME)
LEO FEIST, INC.

2 Great Novelties
"FEET UP"
(Pat Him on the PoPo)
"WALKIN' TO MISSOURI"
HAWTHORNE MUSIC CORP.
1619 Broadway New York 19, N. Y.

RECORD PRESSINGS
Shellac—Vinylite—Flex
78 RPM—45-33⅓ L.P.
Test Pressings Free
Small or Large Quantity
Label Processing—Jackets
SONGCRAFT, INC.
1600 Broadway New York 19, N. Y.

# THE BILLBOARD Music Popularity Charts

*For Reviews and Ratings of Radio and TV Shows See The Billboard Radio-TV Show Charts (Radio Section)*

## • Album and LP Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

### POPULAR

THEMES AND SONGS FROM "THE QUIET MAN" — Bing Crosby, Victor Young Ork (1-10") — **77**
Decca (33) DL 5433
Here is an album to gladden the heart of those who have a sentimental attachment for the "Old Sod," as well as many others. It contains some lovely, melodic and spirited new tunes written for the John Ford flick "Take Quiet Man," by Victor Young. In addition, set contains three old favorites, "Galway Bay" and the "Isle of Innesfree," both of which are sung by Bing Crosby, and "I'll Take You Home Again Kathleen." Tunes penned by Victor Young, and beautifully played by his ork are the lively "Rancher's House" the pretty "My Mother," "The Big Fight," "Kate's Lament" and "St. Patrick's Day." With the impact of the movie this set could be a salable item. Cover and back liner are attractive.

POPULAR PARADE, VOLUME 2 — Rating 75 — **75**
(1-10")
MGM (33) E-378
Latest MGM LP of top pop hits is a strong sale item. It contains Alan Dean's "Luna Rossa," Bill Hayes fine waxing of "High Noon" and the David Rose version of "Vanessa." Other sides, all previously released as singles are: Billy Eckstine's "Kiss of Fire," "Delicado" by Les Musiqus, "Auf Wiedersehn, Sweetheart" by De Marco Sisters, and the original waxing of "Hail as Much" by Hand Williams. Sarah Vaughan's slicing of "Once in a While" is performed tnightly. LP fans who enjoy pops should like this set.

CARNIVAL RHYTHMS—Percy Faith Ork (1-10") — **75**
Columbia (33) GL-103
This collection of Latin rhythms features some familiar and some not-so familiar tunes, presented in concert style, sumptuously arranged and lushly performed by the Percy Faith Ork. Well varieties of Latin-American tempos are included and the bright and exciting orchestrations catch the color and exhuberance of these festive rhythms. Best sides are "Jamaican Rhumba" and "Jungle Fantasy," both previously released as singles, and the well-known "Oye Negra" and the "Minute Samba." It would be tough to dance to these items but they provide captivating listening for all who enjoy rich sounds of tonal color, lively rhythms and good ork work. Recording is excellent.

FRIENDLY MUSIC—Tiny Hill Ork (1-10") — **72**
Mercury (33) MG 25126
Tiny Hill, long a favorite ork leader and singer in the Middle West, has an album set where they should please his many fans, especially the older set. Disk contains a group of five standards such as "Sioux City Sue," "Angry" and "Who's Sorry Now," all warbled by Hill in enjoyable fashion, with good, bouncy support from the ork. "Skirts" and "Country Wedding Day," both novelties, are performed in delightful, unsophisticated and friendly style. All of the ditties are played in "hoisnessman's bounce" tempo, and the forty-and-over crowd will be unable to resist a fling at the light fantastic when they hear these foot tapping tunes.

ROBBERS & HART, PAL JOEY & THE CONNECTICUT YANKEE — Charles Sherrill, pianist (1-12") — **70**
Desto (33) D 1002
The new label also come up with two LP's further memorializing the music of Rodgers and Hart and Jerome Kern, who have written some of the biggest Broadway successes. All of the top tunes from these legit smashes are included as well as several less well-known items from "The Connecticut Yankee." This is the first recording of the waltz "I Blush" which was dropped during the try-out run when the book was pared. All are stylishly presented by Sherrill at the piano in his cocktail manner. Rhythm is added via a drum and case. There's always room for an album with top music rendered in a pleasant, relaxing manner. These two packages qualify on that score.

COME BACK TO SORRENTO—Phil Brito (1-10") — **68**
MGM 331E-164
This is a smooth collection of Italian songs by warbler Phil Brito. Tunes include such well known favorites as "O Sole Mio," "Santa Lucia" and the title item "Come Back to Sorrento." In addition, there are folk songs that have been recent pop hits like 'Mattinata' "You're Breaking My Heart", "Sicmpre" and "Mamma." Brito sings them with feeling and warmth.

ECSTASY ALBUM—Ottu Cesana Ork (1-10") — **66**
This is one of those in-between jobs. The music is neither pop nor classical and even not quite semi-classical. But most of it is listenable enough. The selections, all composed by Cesana, are tuneful and well played by the string-heavy ork under his direction. As background music, the waxing should please a good many who like such entertainment. The most ambitious piece is a movement from Cesaee's "Symphony in Jazz." The title opus, "Ecstasy" is typical of the rest. It's a slight scoring aperopriate as accompaniment to a romantic flicker. The photo of a reclining damsel on the album cover is an eye-catcher.

### CHILDREN

THICK OR TREAT—V (45) WY 2008 (1-7") — **84**
MICKEY MOUSE'S CANDY MINE — V (45) WY 2001 (1-7")
THE WHAT-ZIS AND THE WHO-ZIS—V (45) WY 2002 (1-7")
KUKLA, FRAN, AND OLLIE AND THE WISHING WELL—V (45) WY 2003 (1-7")
KUKLA, FRAN AND OLLIE AT THE FAIR—V (45) WY 2004 (1-7")
ROBIN HOOD—V (45) WY 2005 (1-7")
ALADDIN—V (45) WY 2006 (1-7")
HANSEL AND GRETEL—V (45) WY 2007 (1-7")
CAPTAIN VIDEO AND HIS VIDEO RANGERS—V (45) WY 2008 (1-7")
CAPTAIN VIDEO AND THE CAPTIVES OF SATURN— (45) WY 2009 (1-7")
LITTLE NIPPER FIRE CHIEF—V (45), WY 2010 (1-7")
LITTLE NIPPER AND THE RAILROAD TRAIN —V (45) WY 2011 (1-7")
RCA Victor has come up with a sock cuslos of 12 kiddie cockeyes which should do extremely well during the fall and Christmas selling season when kiddie records climb to their yearly sales peak. Billed as six in-one" albums, each attractive package includes an illustrated story book with action pictures for the muppets to color, a puppet theater and characters which can be punched out of the back cover, and a coupon for joining the Little Nipper Club as well as the record. The items are available in both 45 and 78 r.p.m. speeds, with two seven-inch 78's providing the same amount of playing time as a single 45 disk.
The idea of including so many diverse activities in a kiddie package is well-conceived and excellently executed by the label. The subject material for this series is extremely well-chosen. It covers a number of fields of prime interest to today's youngsters, the movies TV, famous fairy tales of yesteryear and Halloween. For the boys especially, there are disks about trains and fire engines. All are well produced, with dramatized portions neatly spliced together via narrated sections. [ ]
The label has strong merchandising plans for the series including counter merchandisers for dealers. Undoubtedly several of the items will step out as sales leaders. Likely pickers are the Captain Video disks, Robin Hood, Hansel and Gretel and the Disney tunes but dealers should experience very satisfactory sales action across the board on this series.

SKYLINER FLIGHT 35—Text: Lee Paris Directed by Hecky Krasno (1-10") — **82**
Columbia (78) MJV 140
HOOK AND LADDER NO 99—Text Lee Paris, Directed by Hecky Krasno
Columbia (78) MJV 141
TUGBOAT PETEN MORAN—Text: Lee Paris, Directed y Hecky Krasno
Columbia (78) MJV 142
Here's an idea that seems like a sure winner. Simply, it is to offer the realistic aural illusion of an airplane fire engine and tug boat at work, with all the incidental sounds that are produced in the process. They are remarkably realistic. And no background music is allowed to interfere with the illusion. The plane flies from New York to Los Angeles, a fire is put out and the tug helps dock an ocean liner. Listners (adult ones, too, besidentially) will feel they are participating in the action. In addition to being entertaining, the disks get across plenty of information. They should catch on quickly.

### HOT JAZZ

NO NAME JIVE ALBUM—Glenn Gray Ork (1-10") — **74**
Decca (33) DL 5397
Of the great Bands during the days of swing the Glenn Gray Casa Loma ork was one of top best. This is the second LP disk brought out by the label. They have put together some of the best of his old masters, including the rousing "Casa Loma Stomp" and "No Name Jive," both Casa Loma trademarks. A couple of items have vocals by Pee Wee Hunt. Bobby Hackett lends a fine trumpet solo in "If I Lose Again." The accent throout is on swing whether instrumentally or via the vocal. Those who will remember the band days of the 30s' will revel with this one.

SIDNEY BECHET: PORT OF HARLEM SIX—(1-10") — **69**
Blue Note (33) BLP 7022
Those who like their jazz unfrenetic and melodic will enjoy this. Blue Note release featuring the grand old man of jazz, Sidney Bechet, playing some fine blues, with the aid of such outstanding jazzmen as Frank Newton, J. C. Higginbotham, Albert Nichols, Albert Ammons, Art Hodes, Teddy Bunn, Sidney Catlett, George Foster, Danny Alvin and John Williams. Most of the blues items were penned by Bechet, including the appealing "Old Stack O'Lee Blues," "Saturday Night Blues" and others. The combo plays the blues slow and easy, keeping a low mood throout the slow items, with Bechet's soprano sax and clarinet work standing out, and good work from Ammons and Hodes on piano, Bunn on guitar and Catlett on drums. The group swings out skillfully the on the jump items, playing them in a bouncy and somewhat old-fashioned style. Jazz fans will want this set.

JAZZ GOES TO THE BATTLEFRONT— Howard McGhee's Korean All Stars (1-10") — **60**
HiLo (33) HL 6001
These records were made in Guam at an Armed Forces Services Concert, when the McGhee unit was touring Korean and other U. S. Pacific bases in 1951 to provide entertainment for the troops. Personnel of the combo consisted of McGhee on trumpet, J. J. Johnson on trombone, Rudy Williams on tenor, Clifton (Skeeter) Hoat on guitar, Charles Rice on drums and Cris, a young Filipino musician, on bass. The group does a good job on the following standards "Don't Blame Me" "Body and Soul," "Perdido," "Man With a Horn," and 'One o'Clock Jump." "Perdido," which runs about six minutes and features McGhee, is the best side of the lot. Recording is good when it is realized set was cut at a concert, and audience applause between selections adds to excitement. A good set for collectors.

OVERTURE TO DAWN—Erroll Garner (1-10") — **55**
Blue Note 1551 BLP 5008
This set by Erroll Garner was not originally set for commercial use. The disks are the first the pianist ever made and they were recorded in the home of Baron Timmie Rosenkrantz, Danish jazz fancier, for personal use. Three of the tunes, "Autumn Mood" "Erroll's Concerto," and "Floating on a Cloud," were composed by Garner at the piano, and they are actually as 10 concertos. They feature Garner playing rambling, vague mood music, some of it sounding like a piano exercise and some of it quite melodic. The pianist plays the items in a contemporative style, rather different than his present technique. Recording is fair. Jazz fans may be interested in this extemporaneous waxing.

## • Country & Western (Folk) Record Reviews

**How Ratings Are Determined** — Records are rated four ways: (1) over all, (2) as to their value for disk jockeys (3) for retailers, and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new release are rated. N. S. indicates record is not suitable for a specific usage.

**The Categories** — Following are the maximum points that may be earned by a record in each of the nine categories considered: Song caliber, 15; interpretations, 15; arrangement, 15, name value, 15, record quality (surface, etc.), 5; music publisher's air performance potential 5B; exploitation (record advts—promotion firm, legit and other "plugs" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

**Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.**

• Continued from page 41

HOT WOODPECKER RAG — 72
Ops should be interested in this driving instrumental ragtime opus. The group delivers w elick honky reading.

BED CALLENDER SEXTETTE

LONESOME REBECCA — 74
V 20-4908—A pair of guity tenor floors and the rhythm sections delives a slow rocker for a smart slicing soiswhla for listening and dancing.

BED CALLENOER FOURTETTE

BLUES FOR J. T. — 72
Piano, bass, guitar and drums make up the Callender quartet on this, a slow, comody instrumental blues opus.

CALVIN FRAZIER

LITTLE BABY CHILD — 74
SAVOY 858—The fine beat set up by the ork sparks this side, tlm Frazier does well enough to grab off some coin with the blues opue.

GOT NOBODY TO TELL MY TROUBLES TO — 72
Standard slow blues opus here Frazier hands it a routine chant.

DAVE BARTHOLOMEW ORB

MOTHER KNOWS BEST — 74
KING 4559—The warbler hands this blues effort a good vocal as he tells how sorry he is that he did not listen to his mother.

THE GOLDEN RULE — 72
Routine blues receives an effective reading from Bartholomew backed by a strong beat from the ork.

THE "5" ROYALES

YOU KNOW I KNOW — 74
APOLLO 41 — The Royales show plenty of drive in this rousing group chant of the rhythm opus. Should do okay on the coin boxes.

COURAGE TO LOVE — 72
Slow, swinging beat paces the group in this flexible reading of an okay

DELMORE BROTHERS

HOW YOU GONNA GET YOUR LOVIN' DONE — 74
KING 1113—Weeper has a happy sound as rendered by the Delmore Brothers. Rural scene might weard the platter a share of action.

I SAID GOODNIGHT MY DARLING — 72
Another item with a mournful turn is delivered with warmth by the boys. Tune has a nice beat.

JIMMY JAMES ORK

SLOW MOTION BOOGIE — 75
SITTIN' IN 654—Tenor sax takes the lead in a forceful rendition of lazy-time opus that befits the title. Side builds in intensity, feat her w hint of Night Train." Jukes and jocks might use.

FULTON STREET HOP — 68
The James ork has a good tune throw and they work it over in raucous style. Should twirl some.

JIMMIE BUSHING

GO GET SOME MORE YOU POOL — 73
KING 4564—Story blues tells of the gal who left the chanter and it's pro-jected forcefully by Little" Jimmie.

THE WAY I FEEL — 67
Weeper blues is handed an okay reading by the chanter. Ork contributes a solid, swinging beat.

TEBBY FELL

DREAMERS PARADISE — 73
GILT-EDGE 5071 — Fell delivers a nice new waltz ballad for a smooth country platter.

YESTERDAY — 73
A good ballad here and another good reading.

### CLASSICAL

• Continued from page 30

JOSEPH SUK: SERENADE FOR STRINGS, OP. 6 SMETANA, BYRNS BOHEMIAN DANCES—The Harold Byrns Chamber Symphony Ork Harold Byrns, Cond (1-12") — **68**
Capitol (33) P 8574
The Suk "Serenade for Strings" was set down by the composer when he was only 18, yet it is the one effort which has served to make him known generally. It's a work full of pleasant melodies in the romantic vein. Byrns' lyrical reading does the score full justice. The three Smetana dances carry such intriguing titles as "Merry Chithen Yard," "Too Little Dnlow" and "Circus." Their folk-based melodies are full of charm. This disk offers good, light music that even the most unsophisticated disk buyer should find easy listening. The Suk is an LP first.

SIBELIUS: FINLANDIA; THE SWAN OF TUONELA, VALSE TRISTE, FESTIVO, —London Symphony Orchestra, Anatole Fistoulari, Cond (1-12") — **68**
MGM (33) E 166
This new disk contains three of Sibelius' best known works, "Finlandia," "Swan of Tuonela" and "Valse Triste," plus the little heard "Festivo." The latter work is happy and even gay, in contrast to the, somber "Valse Triste." The London Symphony Orchestra under Anatole Fistoulari, does a fine job with the selections, playing them with sensitivity and feeling. Sibelius fans should be pleased with this set, the there are a number of other waxings of these works now on the market.

JOHANN STRAUSS: ON THE BEAUTIFUL BLUE DANUBE; EMPEROR WALTZ— Leonard Pennario, piano (1-10") — **65**
Capitol (33) H 8167
Leonard Pennario, one of America's fine young pianists does a good job on this piece waxing of two well-known Strauss waltzes. The "Blue Danube" was arranged for piano by Schoh-Evier many decades ago, and the pianist himself transcribed the "Emperor Waltz." The former is a bravura piece, which is much less effective on disk than in a concert performance. The same h true of the "Emperor Waltz." The waltzes do not have the flavor or the spirit in a piano version that they do with a full orchestra.

"NO MONKEYING AROUND... THIS IS A DOUBLE HIT!"

say AL BRAMY and TONY VALERIO, of MELODY SALES, Mercury Record Distributors, San Francisco, Calif.

RICHARD HAYES
"FORGETTING YOU"
and
"FORGIVE AND FORGET"
Mercury 5910 & 5910 x 45
Mercury RECORDS

ELECTRALOY MASTER QUALITY
RECORD PRESSING
Originators of the
NON-SLIP FLEX
(Pat. Pending)
Research Craft Co.
1037 NO. SYCAMORE ST.
LOS ANGELES 28 CALIF.

**JOHNNY BOND**

**I WENT TO YOUR WEDDING** ..... 73
COLUMBIA 21007—Another in the growing number of diskings of this tune. Helen Carter joins with Bond in the delivery. Will be hard-pressed to catch several other waxings available.

**OUR LOVE ISN'T LEGAL** ..... 72
Weeper is cold sorrowfully by Bond with the band adding a melancholy setting.

**SONS OF THE PIONEERS**

**LET'S PRETEND** ..... 72
V 20-4937—Dreamy ditty has a poignant quality that's warmly projected by the vocal combo. Soft string accompaniment is appropriate.

**THE EVERLASTING HILLS OF OKLAHOMA** ..... 69
Ditty about the natural and cultivated beauties of the title State is gently read by the male combo. Regional spin action can be expected.

**HAL SINGER ORK**

**THE FROG HOP** ..... 72
SAVOY 861—Cornbread Singers and the combo deliver a mediocre beat honker with a shuffle beat for an okay instrumental side.

**INDIAN LOVE CALL** ..... 70
What with all the noise created by the Slim Whitman platter it figured that an "r&b" version would be around. This is it. Might catch some coin.

**THE PINETOPPERS**

**MY LITTLE GIRL** ..... 72
CORAL 60830—The warbling team of Eddie and Sally do a straightforward job on the lyrics of the oldie, but the bouncy polka beat is the main attraction. It's energetically played by The Pinetoppers.

**TENNESSEE WARKLER** ..... 68
The group has a dreamy waltz here and they read it just right for a couple of easy turns around the dance floor. The Dixxy Sisters are the okay warblers.

**"TEXAS" BILL STRENGTH**

**I FOUND MY LOVE** ..... 72
CORAL 60139—The chanter has a fine country tune here and he gives it a sympathetic reading. The Strength's piping is not very powerful, he projects with a good deal of warmth.

**IT'S A SHAME** ..... 98
Routine rural weeper is read with the proper pleading quality by Texas Bill Might do okay in the more rustic areas.

**FRANK MILLER**

**@ABE FOOT BLUES** ..... 72
GILD-EDGE 5073—Country blues is warbled with a lot of heart by the singer. Strings behind him give it a nice ride.

**I'M STILL IN LOVE WITH YOU** ..... 70
Miller projects this ontune in mournful style with an okay assist from the Drifting Texans.

**WAYNE RANEY**

**UNDERTAKIN' DADDY** ..... 71
KING 1116—Some regional spins are probably due on this out-in-the-country ditty. Lyrics are kind of wierd for a tune that's supposed to be romantic however.

**WHEN THEY LET THE HAMMER DOWN** ..... 62
This side, too, should do fairly well in the more rustic territories. Raney reads the lyrics of the happy-stvin ditty pleasantly.

**CHARLIE ADAMS**

**T T BOOGIE** ..... 70
DECCA 28397 — Bouncy boogie is sung energetically by the country warbler. Nice guitar work holds together the two vocal sections.

**BEFORE YOU SAY I OO** ..... 69
Adams wails away at the weeper with a lot of feeling with nice string backing.

**CURLEY GIBSON**

**I WANT YOU BACK** ..... 70
PENNSYLVANIA ES145 — Lively, bouncy item about a gal who wants her Hubby back receives an effective performance from Gibson and the gang. Tune is performed in hoe-down style by the combo. Could be good juke fare in rural markets.

**THEY'LL NEVER MAKE A MONKEY OUT OF ME** ..... 65
Fun novelty item could get some spins in country areas. Warbler Gibson is okay on the vocal and the steel guitar backing is strong.

**CURLEY GIBSON**

**THE BILL BILLY RUN** ..... 70
PENNSYLVANIA ES187 — Gibson and the boys take off on this driving country instrumental item, spotlighting some good piano, guitar and fiddle work. Disk could catch ams on rural bexes.

**MY FOOLISHNESS** ..... 98
Appealing weeper receives a so-so rendition from Gibson over a good combo backing featuring piano and guitar.

**BABY FACE TURNER**

**GONNA LET YOU GO** ..... 70
MODERN 882—Southern blues stylist Baby Face Turner, turns in a satisfactory reading of a novelty effort, backing himself on the guitar.

**BLUE SERENADE** ..... 69
The warbler tells about the blues on this waxing, talking, singing and accompanying himself skillfully on the guitar.

# ● Other Records Released This Week

***Records released up to deadline time, but not reviewed, are listed here according to record title.***

## POPULAR

Dinah—Ray McKinley (Nora Stacatto) United 1135

Dutch Garden—Lawrence Duchow-Red Raven Ork (Tulip Serenade) V 20-4825

Brassbopper BacClain — Stuart Hamblen- Darel Pice's Ork (Oklahoma Bill) Columbia 21814

Hora Stacatto—Ray McKinley (Linda) United 1135

Hotcha Buchacha From Spain, That—Ray Arnold Ork (Uncia Joe) Loray 500

I Get Lonesome — Stuart Hamblen (Our Love Affair) Columbia 21813

Mirage — Freddy Mendelsohn's Ork (Pest, The) Standard 174

Oklahoma Bill—Stuart Hamblen-Darel Rice's Ork (Grasshopper BacClain) Columbia 21814

Our Love Affair—Stuart Hamblen (I Get Lonesome) Columbia 21813

Pest, The (I Want the Waltzer)—Freddy Mendelsohn's Ork (Mirage) Standard 174

Tulip Serenade—Lawrence Duchow-Red Raven Ork (Dutch Garden) V 20-4825

Uncle Joe—Guy Arnold Ork (Hotcha Muchacha From Spain That) Loray 500

Waltzin' to Missouri—Ken Griffin (You Belong to Me) Columbia 39857

You Belong to Me—Ken Griffin (Waltzin' to Missouri) Columbia 39857

## LATIN AMERICAN

Balao—Stella Gil (Pajarita De Laguna) V 23-5817

Cejala—Beny More (Este Si Es Coco) V 23-5813

Esto Si Es Coco—Beny More (Dejala) V 23-5813

Fiesta De Tambores—Beny More (Salomon) V 23-5812

La Nina De Puerto Nico—Cuarteto Manuel Jimenez (Mollenda Vidria) V 23-5828

Me Voy Para No Volver—Carlos Valadez Con Los Aguilillas (El Yegua Colorada) 23-5831

Mi Yegua Colorada—Carlos Valadez Con Los Aguilillas (Me Voy Para No Volver) V 23-5831

Molienda Vidria—Cuarteto Manuel Jimenez (La Nina De Puerta Pico) 23-5828

No Necesito—Pedro Vargas (Novia Del Mar) V 23-5827

Novia Del Mar—Pedro Vargas (No Necesito) V 23-5827

Pajarito De Laguna—Stella Gil (Balao) V 23-587

Prenda La Vala—Lucho Germudez y Su Orquesta (Salsguedes) V 23-5829

Que Lindo Sueno—Tito Rivera y Su Orquesta (Viva Zapata) V 23-5858

Salomon—Beny More (Fiesta De Tambores) V 23-5812

Salsipuedes — Lucho Bermudez y Su Orquesta (Prende La Vela) V 23-5828

Ta No Eras Nadie—Salvador Ruble (Ya Vivo Bi Vida) V 23-5833

Tea Zapata—Tito Rivera y Su Orquesta (Que Lindo Sueno) V 23-5858

Ya Vivo Ba Vida—Salvador Ruble (Ta No Eras Nadie) V 23-5858

## INTERNATIONAL

A La Mi Aout—Doris Marnier (Et Toci V 26-7184

Big Tent Polka The—The Village Brass Band (Street Band Polka) Standard 178

Black Hawk Waltz—Harry Harden Ork (Capiale Jim) V 20-4903

Campagnola—Nino Marietta & Coro Dell 'Etna (Tarantalla D'Amril V 25 7209

Captain Jim—Harry Harden Ork (Black Hawk Waltz) V 20 4903

Carnevala in Festa—Valtaro Musette Ork (Felicita) Standard 6080

Dia Sch Hoplocke—Lene Fichtel Ork (Tirolerland) Standard 11067

Et Toc—Doris Marnier (A La Mi-Aout) V 26 7184

Farewell My Dear Waltz—The Berry Makers (Steel Mill Polka) Standard 177

Felicita—Valtaro Musetta Ork (Carnevale in Festa) Standard 6080

Gay Time Polka—Valtaro Musette Ork (Happy Dreamer's Waltz) Standard 175

Happy Dreamer's Waltz—Valtaro Musette Ork (Gay Time Polka) Standard 175

I Can't Change It—Cousin Fuzzy-The Doughboys (Snowflake Waltz) Polkaland 209

Isle of Innis Free — Terry-Frank Cordell Ork (There's a Little Bit of Irish) V 26-7528

La Glenda E La Bruna Non Sono Per Me—J. Cerrino B Zito (La Figlio Del Pastore) Standard 6079

La Figlia Del Pastore—J Cerrino-M Zita (La Glenda E La Bruna Non Sono Per Me) Standard 6079

Loafer's Polka—Eriksson's Accordion Ork (Summer Night With an Accordion) Standard 5069

Polka Du Soleil Couchant—Fernand Thibault (Reel Des Poissons Des Chenaux) V 26 7103

Reel Des Poissons Des Chenaux—Fernand Thibault (Polka Du Soleil Couchant) V 26 7103

I Can't Change It—Cousin Fuzzy-The Doughboys (Snowflake Waltz) Polkaland 209

Steel Mill Polka—The Berry Bakers (Farewell My Dear Waltz) Standard 177

Street Band Polka—The Village Brass Band (Big Tent Polka The) Standard 178

Summer Night With an Accordion—Eriksson's Accordion Ork (Loafer's Polka) Standard 5069

Tarantella D'Amuri—Nino Marietta E Coro Dell 'Etna (Campagnola) V 25-7200

There's A Little Bit of Irish—Terry Frank Cordell Ork (Isle of Innis Free) V 26-7528

Tirolerland—Gene Fichtel Ork (Die Schiffsglocke) Standard 11067

## CHILDREN

Hansel and Gretel (Part 1 & 2)—Jane Pickens V WY-2007

Kukla, Fran and Ollie and The Wishing Well (Part 1 & 2)—Fran Allison-Jack Fascinato Ork V WY 2083

Little Nipper Fire Chief (Part 1 & 2)—Frank Bilano-Norman Leyden Ork — V WY-2016

# Record Turnout

● *Continued from page 20*

which all segments of the business are invited.

Final day's sessions, to which only NBOA members will be invited, start in the morning with a discussion of the name-band reporting service by Otto Weber, managing secretary, and a second discussion on the possibility of expanding the service to cover territory bands by Vic Sloan, Plamor, Lincoln, Neb.

A clinic on ballroom problems will include a discussion by Robert Christ, Casino, Quincy, Ill., on "Should Souvenir Programs Be Sold in Ballrooms?" while "Problems in Booking Name Bands" will be aired by Darlowe Oleson, Havelock, Ia. "Watch Your Expenses" will be the subject covered by H H King Norfolk, Neb., while Lloyd Meyers, Cleveland, is scheduled for a talk titled "Disk Jockey Good and Bad."

**Nominations**

Prior to the morning session adjournment, the nominating committee will report to the convention. A special luncheon will follow.

Afternoon sessions will cover insurance problems, music licensing, OPS, cabaret tax, election of officers, and an open forum will be the final order of business.

Convention banquet will be held Wednesday night (1) at the LeSalle with McConk y Artists Corporation in charge of this year's show.

# 802 Views Poll

● *Continued from page 20*

means the loss of another 16 jobs. As an indication of a growing trend in TV of 24 new evening shows to debut this fall, 15 are on films, and only a few of the others use live music.

The survey taken by Local 802 and the meeting with radio-TV brass by execs of the Local are part of the increased attention that is being paid to the mechanical music problem by the AFM on all levels of operation. The scheduled membership meeting of Local 802 on October 6 (The Billboard, September 20), to consider ways and means of combatting canned music, shows the significance of the problem among the rank and file of the union.

**"New Hard Look"**

There is little question that the new attitude on the part of all the AFM toward the entire problem of mechanical music and its continuing effect on employment among musicians was occasioned by the recent Petrillo announcement in which the president of the union stated that he was taking a "new hard look" at the situation. In the opinion of many union members it means that the AFM might take a stronger attitude than heretofore when the new pact negotiations with the networks start in 1954.

# D.C. Group Probing AM, TV

● *Continued from page 8*

director of government relations, if the witness thought local stations were fulfilling their responsibilities. "There is greet room for improvement," Hardy admitted.

Harrie declared that "the crux of this study is whether under present conditions, the station operator can operate as wee intended by Congress or whether he is cnolrolled by networks, peoducers or someone else who furnishes programs."

For the first time, cigarette commercials sponsors got a taste of the treetment that beer plugs have been getting et the bands of Congressmen and Congressional witnesses for years. Chairmen Harris declared that the subcommittee has received "a great number of complaints about cigarette advertisements." He said he didn't think it was right that commercials should try to give the idea that cigeretirs are "good for anything except smoking," let alone conveying the impression that they are good for the throat. Representative Harris commented further that young people are undoubtedly prejudiced in favor of emoking when they hear and see all the teetimonials of sereen stars and doctors in hacking various brands.

NARTB's TV code was distributed to the subcommittee by Thad Brown Jr., director and counsel of the association's televisinn department. He then went down the list of points in ibe code and explained them to the Congressmen.

Chairman Harris commented that the code eppeared lo be a good one and that there would be little need for a program investigation if stations actually lived up to it.

The only complaint made about the code was expressed by Rep Hermar Denny (R.-Pa.), who said the code should contain a specific prohibition against programs which tend to scoff at American institutione or American conetitutional government. He made the asme comment about policy standards of the American Broadcasting Company which were given to the subcommittee by Geraldine Zorbaugh, ABC secretary.

Mrs Zorbaugh was questioned at some length about the control ABC maintains over pcograms which it broadcasts that are prepered by ad or package agencies. She declared that the continuity acceptance department passes on every line of every show before it is aired.

The chairman wanted to know about the ABC bcoadcast "Lights Out," e program about which he said the subcommittee has received several complaints. Mrs. Zorbaugh replied that it was not an ABC program, but that if the web did beve it, it would certainly be used.

Representing Du Mont Television Network, Chris J. Whiting declared that the industry knows "that questionable programing of any type, but particularly from the moral viewpoint, wlii not serve them well but will ultimately lead to a diminution of prestige and profits." He declared that adherence to voluntary standards such as tha TV code is far superior to any govarnment-enforced censorship which would result "in stagnation, regulation and the impairment of precious liberties now available."

Dr Clinton Howard, a long-time pcohibitionist, urged the subcommittee to ban beer advertising which be described as an "unlawful entrant" into the homes of the nation.


"NO MONKEYING AROUND... THIS IS A DOUBLE HIT!"

say AL HIEBEN and JACK SHOCKETT, of MALVERNE DISTRIBUTORS, Mercury Record Distributors, New York, N. Y.

RICHARD HAYES

"FORGIVE AND FORGET"

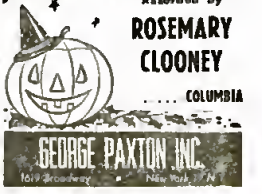
and

"FORGETTING YOU"

Mercury 5910 & 5910 x 45

Mercury RECORDS

PUNKY PUNKIN



Recorded by

ROSEMARY CLOONEY

.... COLUMBIA

GEORGE PAXTON, INC.

1619 Broadway New York 19, N. Y.



Use "TODAY'S TOP TUNES"

*For New HIGHS in RECORD SALES!*

Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:

"Yesterday we had an example of the power of The Billboard 'Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

Order Sample Shipment Today. 50 copy trial order of this week's TTT costs you only $1

Fill in and mail the coupon TODAY!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Yes ☐ Here's my dollar. Please RUSH sample 50-copy shipment of this week's TODAY'S TOP TUNES at once.

764

Name .....
(please print)

Address .....

City ..... Zone..... State.....

Store Name .....

# Offer Hockey Plan For Cincy Garden

CINCINNATI, Sept. 20—Trustees of Cincinnati Garden Monday (15) recommanded a plan under which the Cincinnati Mohawks hockey lasm would play 30 games this season as s member of the International Hockey League. A new firm, Cincinnati Mohawks, Inc., would direct the taam.

Trustees Thomas Hogan Jr. and Charles W. Broeman, who are operating the Garden while it undergoes finsncial reorgsnization. said the Garden could not operate the team this year, pointing out that hockey was responsible for the greatest part of the Garden's loss since it opened.

Federal Judge John H. Druffel. to whom the trustees made their recommendstion, found no objection to plan, but said that be would not give approval until a public hearing is held October 15, at which time any creditore may attend and make complaints known. If the court approves the plan, the trustees msy enter into a contract with the proposed operator of the hockey team.

Under the proposed contract, the Garden would receive $400 per night rental, the entire share of money psid by Garden concessionaires, and 25 per cent of profits by Cincinnati Mohawks, Inc.

If the plsn goes thru, the International Hockey League will be romposed of Cincinnati, Troy and Toledo, O; Grand Rapids, Mich; Milwaukee and Fort Wayne, Ind The local taam was formerly in the American Hockey League ft is understood that it can regain its franchise in the AHL next year.

The trustees said that the proposed plan would give the Garden income of sbout $41,000 and expenses would not exceed $8,000. Gross income from other operations would be about $15,000, leaving the Garden with net cash income of about $49,000 for the fiscal year.

Hogan and Broeman recommended a one-year lease. They said Cincinnati Mohawks, Inc., must show they bsve $15,000 to cover the rental before the lasse is signed.

Frenk Selke, Montreal, and Lou Jacobs, Buffslo, are reportedly interested in the new firm which would operete the taam. Thomas Grace, Garden vice-president and general manager, is also said to be intarested.

# BILL MAAS TO RETIRE FROM MILWAUKEE POST

MILWAUKEE, Sept. 20.—William C. Maas, manager of the Auditorium and Arena bere since 1941, announced this week he would retire this month. Maas reached the age for compulsory retirement September 18.

He took over management of the Milwaukee Auditorium following the retirement of Joseph Grieb, who had been in the post since 1909. Previous to coming to the Auditorium, Maas was a successful coal salesman and operator of his own coal company. He also had been exeeutive secretary to a governor of Wisconsin.

Planning and construction of the Arena, which was opened early in 1950, was the high point in Maas' administration. He also was successful in sbowing a continuous increase in the profit made by the buildings. Profit from the Auditorium alone averaged $20,000 annually. Yearly earnings of sbout $200,000 bave been registered thru joint operation of the Auditorium snd Arena, with Maas maintaining a busy year-around schedule in the buildings.

Following retirement, Mass will remain in Milwaukee. No announcement regarding a successor has been made.

# Chicago Builds For Henie; Sees Repeat in 1953

CHICAGO, Sept 20.—Off to a slow start due to the excessive heat here, the Sonja Henie icer moved into high gear in midweek, with reservations reported four times as great for the closing week as they were for the initial frame. Final two week-ends have been sold out, and business for latter part of this week was near capacity at the International Amphitheatre.

Miss Henie, in this location for the first time, was reported pleased with both the arena and the facilities offered, and is planning to return to the Amphitheatre with her 1953-1954 show.

Because of the reception given the five non-skating acts in the current edition, Miss Henie is planning to keep the circus-vaude type routines in her future shows. Much of the space in the local pepere has been devoted to these acts.

Herb Carlin, who bandled the promotion for the Chicago stand, will act in the same capacity when the show moves to Indianapolis, following its September 28 shuttering at the Amphitheatre.

# Ice Capades Set For Philly Arena

PHILADELPHIA, Sept. 20. — The Philadelphia Arena has announced its first major attraction of the 1952-53 season in "Ice Capades of 1953." The ice show makes its annual visit here October 14 and is expected to stay two weeks.

## PROMOTERS

Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event in at least one event which you have promoted in the past, specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept. The Billboard, 155 W. Randolph St., Chicago 1, Ill.

## Las Vegas Ops

● Continued from page 19

the Desert Inn was most emphatie in a denial, stating there was no need for an alliance of this sort and that strictly on a good business basis, talent bidding "has reduced itself to a normal level."

**Debatable Point**

Whether this is true or not is debetable, since during the past year there have been several switches of name acts from one hotal where they were ostansibly regulars to another. This is normal enough under ordinary circumstances, but reports of extended credit for casino tabs and other inducements lend rolor to theory that perhaps things are not as rosy beneath the surface as the hotal press agents claim.

However, the constant denial of the existence of such a planned association has the ring of truth, since it has been proved under actual tests in other areas across the country that a merger of bookers or a talent pool never works except on paper.

One other reason for crediting the denials as truthful was voiced by a local observer who said it could never work, since no one had ever heard of the owners of competing hotels being able to agree on anything with asch other.

## SKATING SHOWS

Ice Capades of 1953 (The Gardens) Pittsburgh, 22-26; (The Arena) Cleveland, 28-Oct. 12

Ice Follies of 1953 (Pan Pacific) Los Angeles, thru Sept. 28; (Coliseum) Denver, Oct. 1-7

Skating Vanities—Olsen & Johnson (Arena) New Haven, Conn., 22-25; (Boston Gardens) Boston, 26-Oct. 5.

# Ice Capades of 1953 Madison Square Garden

(Opened Thursday, September 11)

Ice skating spectacle Produced and staged by John H Harris Sets and properties by Richard H Jackson Costumes by Eilly Livingston. Choreography by Chester Hale and John Sutlin. Musical score by Jeri Mayhall General manager Norman Prescott Stage manager Frank Sarnhart Press representative, Cliff Lewis Presented by John Harris

Principals: Dick Button, Jaqueline Du Bial, Bobby Specht, Sonyk Kaye, Orrie Marbus, Irma Thomas, Ginny Baxter, Larry Jackson, Bernie Lyman, Ruby Mezeon, Bobby Mezeon, Glory Piller, John Curtis, the Maxwells, Trixie, Beco Larue, Helen Davidson, Alan Howard, Paul Castle, Hugh Pargie, Stig Larsen, Charlie Sloge, Mary Lou Landreville, Herbert Cowman, Joesph Sella, Peggy Bauer, Beri Yeates, John Brown, Rudy Eyman, Robert Sirak, Lee Loeb, Alma Castle

Ice Capels and Ice Cadets: Barbara Landgedyk, Janet McMinn, Margal Snyder, Hazelyn Biegler, Janet McCheesum, Felicita Maltsan, Pat Matheeuw, Mary Lan Travers, Jean Brush, Mary Hendrickson, Lou Meracini, Nancy Flynn, William Ward, Robert Bingham, Floyd Schulick, Regie Phillips, Ian Inett, Merlin Burke, Clement Patterson, Joseph Urnitta, Thomas Brinker, Lee Uterhun, Dennis Ashbaugh, Shirley Costello, Barbara Cerleman, Dorothy Scholes, Mary Langedyk, Donna Andrews, Barbara Burgess, Dorothy Duffy, Alice Jackson, Noreene Sullivan, Lucille Marascini, Bernadette Conley, James Callahan, Walter Chegman, Don Crosby, Joseph Burke, William Brown, Charles Pettinger, Don Patrick, Jane Broadhurst, Janet Colline, Dorothy Kergoid, Janie Adams, Gertrude Graff, Lerraine Leitz, Virginia Herber, Peggy Barnhert, Cynthia Wells, Mary Sheridan, Rimaine Neely, Bridget Fan, Daniel Seman, Fred Yanke, Tommy Travers, Johnny Gaudreault, Dougherty, Fred Eyman, Nick Denton, John Brecke, Edward Catalano, Chig Good, Don Bearson, Elean Brown, Patti Eyman, Marilyn Branigan, Lois Pfeiffer, Jean Penwarn, Paley Hillie, Agnes Craig, Nelle Rurst, Ann Hahn, Beverly Seitz, Ruth Jackson, Jane Refiow, Don Grubler, Leo Cirsin, Paul Olhben, Lyall Stevenson, Ned Packer, Seward Sequin, Edward Rick, Merry Heslag, Blair Meimbach, Nick Ostapew, Dale Good, Sey Dusman

Let's start right off by asying that John H Harris has a whale of an ice show—one of the best to coma to town in yeare. It's been some nine seasons since an "Ice Capades" edition hit the Stem. Maybe this reporter had forgotten how good they were, but in any event Harris' brend pecks about everything a blade enthusiast could want—virtuosity, beauty and an adequate salting of comedy. It ought to keep business booming at Madison Square Garden thru Sunday (21), which will put a period to what looks like too short a stay.

Presumably, its top interest could be current Olympic champion Dick Button, making his firet pro appearances. Button should pcove a fine draw. He is ingenuous and likeable on the ice, and doubtless to the eyes of blade cognoscenti his skill reaches little short of perfection. His solo seg in the second half of the show is much better projected than his first, but he still has a lot to learn about professional self-selling. In fact, a couple of members of the troupe, who may not touch him in technical skill, put across their chores as well or better.

**Miss du Bief**

Likewise has been imported fem world's champion Jaqueline du Bief of France. La du Bief sells top-drawer personal charm and scores solidly in a happy "Kitchen Kapere" interlude in the first stanza and follows up iatar

(Continued on page 54)

## Dancers of Bali

● Continued from page 17

youthful too, snd a few elderly codgers, like Serog, a wonderful mimmg clown, also are as spry as can be. They must just stay young in Bali.

The Gamelan (trade name for a Balinese orchestra) seems as integral a part of the dancing as the performers themselves. It starts off as oddly on the ear as the latter do on the eye. Its leader, Anak Agung Gde Mandera, sets its tempo and rhythms with a two-ended drum. Its side men squat at cut-down xylophones, rymbals, gongs, bells and bamboo flutes. The range is limited, but there is nothing wrong with its span of syncopation and it can turn pensive as well as frenzicdly frisky. Its introduction is something of a shock to a Western ear, but like the danrers' ita impact grows and grows.

The Indonesian givernment has sent us a rarely beautiful piece of propaganda. It is splendidly mounted, exotically costumed — in short, a flesh counterpart of what travel magazines make Bali look like. These Balinese are friendly, good-humored, intriguing and amusing—fine salesmen of the good neighbor policy from across the world. Bob Francis.

# Rodeo Advance Ticket Sale Tops '51 by 25%

NEW YORK, Sept. 20—Advance ticket sales are running 25 per ccot ahead of 1951 for the 27th annual World's Championship Rodeo opening in Msdison Square Garden Wednesday night (24), acrording to Frank Moore, rodeo manager.

Performances will be held nightly thru October 19, with matinees Wednesdsys, Fridays, Saturday, Sundays and October 13.

Featured will be Roy Rogers and his horse, Trigger, and his wife Dale Evans. Some 200 cowboys will competa for six world tities and for $100,800 in prizes. Moore predicted that as entry fees are added to this sum, the total kitty will spproach $130,000.

Rogers, in addition to his horse, Trigger, will present two added animal numbers—Bullet, a German shepherd dog and the eight Liberty horses.

Pat Bredy, Rogers' comedy partner, with his jeep, Nellybelle; Ken Boen, a competitor as well as a comic, and George Milts and Bobby Clark, hull fighters provide the comedy.

Other acts inelude Jay Sisler and his Australian shepherd dogs and Bud Carlell and Rose, boomerang and Australian stock whip.

Cowboys defending their titles will be Casey Tibbs, barebsck and saddle bronk; C P Watson, bull riding; Lex Connolly, steer wrestling, and Bill Lowe, calf wrestling.

# Canton Rushes Work to Better Aud Acoustics

CANTON, O., Sept. 20.—Rear wall of the year-old Canton Municipal Auditorium is being surfaced with asbestos material to improve the aroustire, Manager Ralpb Smith said this week. The $21,000 job is to be completed by Saturday (27) to be ready for the building's new season.

Part of the ceiling also is to be covered and changea in the public address system are to be made. Experience of severel shows in the building last season indiceted a need for the alterations.

# FORT WAYNE DEDICATION PLANS SET

## New Building Opens Sunday; "Holiday" Baaked far 9 Days

FORT WAYNE, Ind., Sept. 20—Dedication reremonies for the new Allen County Memorial Coliseum are scheduled for Sunday (28), with a series of events to follnw in close order thru October 9. Manager Dnn Mvere announced this week. "Holiday on Ice" is booked for October 1-9.

Veterans' organizations will handle the dedication services and Lewis K. Gough, national commander of the American Legion, will be the principal speaker. The Great Lakes Navy Band will teka part. Special attention will be devoted to Gold Star families in the ceremonies starting at 2:30 p.m. The building will be open aftarwards for inspection.

Two bends have been engaged for a square danre jamboree, scheduled for Monday (29). This and an ice skating festival on Tuesday (30) are being sponsored by the Colisem board of trustees.

"Holiday's" Wednesday (1) will make it the first road show to play the new building. Some personnel from the icer cast will take part in the Tuesday skating also. The show's appearance is sponsored by Zollner Pistons, local organization.

An exhibit of local industrial products will be on display during dedication week, Myere stated.

# Bar Female Impersonators

● Continued from page 19

the Polire department to harass these places in every way possible."

At the time the ordinance was adopted, only one Miami night club (Leon and Eddie's) festured impersonators, a troupe of Babe Baker's performers from the old Ha-Ha Club. The club immediately shut down, and Leon Enken, manager of the spot, said he was negotiating for a conventional night club show to replace the "femmes." Simularly, only one spot (Tony Pastor's) is operating in Miami Besch, and will continue to function until the Miami Beach City Council adopts a like measure.

Exceptions to the Miami ordinance were included in the law. They are: school theatrical productions, public paredes and legitimate plays or movies like "Charlev's Aunt."

The commission is also ready to adopt another, and more rigid, ordinanre designed to elimnsta striptease joints and the operetion of B-girls. Meanwhile, poliee are cracking down on the "burlesque" spots and have already made one arrest, that of "The Gorilla Girl" in the Harem Club.

Sole objector to the Commission's "femmic" ordinance was Rajah Raboid, vetaren theatrical performer, who said he was appearing as a national board member of the American Guild of Variety Artists. He expressed the opinion that clubs featuring female impersonators could be cleaned up without resorting to putting the performere on tha unemployment list.

**Protest**

Jerry Baker, AGVA rep for this area, appeared in protest before the Miami Beach city fathers, declaring that many AGVA performere would be out of work if the la . were passed. Here, again, the councilmen tried to insert a striptease clause in the ordinsnce, but it was blocked by counsel until a new measure specifically along those lines could be drawn up.

Remaining are strip spots outside the city limits but in close proximity to downtown Miami. These clubs are under the jurisdiction of Dade County authorities, which has no legislation banning femmics or striptease shows.

## Dramatic & Musical Routes

Ball, Book & Candle (Hiltmore) Los Angeles

Bernadine (Wilbur) Boston.

Hegels & Yox (Shubert) Boston

Country Girl (Geary) San Francisco

Call Me Madam (Lyceum) Minneapolis

Don Juan in Hell (Curran) San Francisco

Fanr Foster (Blackstone) Chicago

Guys & Dolls (Shubert) Chicago

Good Night, Ladies (Erlenger) Philadelphia

Gentlemen Prefer Blondes (Royal Alexandra) Toronto

I Am a Camera (Harris) Chicago

In Any Language (Plymouth) Boston

Jollyanna (Philharmonic Aud.) Los Angeles

Mr. Roberts (State) Portland, Me., 22-24; (Palace) Manchester, N. H., 25; (Elm St.) Worcester, Mass., 26-27

Moon Is Blue (United Nations) San Francisco

Oklahoma! (Hanna) Cleveland

Paris 90, with Cornelia Otis Skinner (Her Majesty's) Montreal.

Stalag 17 (Erlanger) Chicago.

South Pacific (Memorial Aud.) Pasene, Calif.

Time of the Cuckoo (Playhouse) Wilmington, Del., 25-27.

## Auditorium Managers:

Help us build a list of promoters who are capable of properly promoting and under writing attractions in your building. The increased availability of large attractions and package shows hinges upon the number and quality of local promoters. That is why it will be to your advantage to aid in the compilation of an complete a list of local sponsor-promoters in your area. Send on the names of the promoters in your territory. Write Arena-Auditorium Department, The Billboard, 155 W. Randolph St., Chicago 1, Illinois.

# Hocus-Pocus

By BILL SACHS

RUSSELL SWANN, who sailed for Europe on the United States September 5, attended the International Magical Congress in Geneva, Switzerland, September 11-15, and will spend considerable time in Paris and London before ceturning to the States. In the meantime, his lovely assistant, **June Nolden**, is sojourning in New York. . . **Martin Leslie Sunshine (Kismet)**, who began his 13th season at the Northernaire's Sbowboat at Three Lakes, Wis., July 8, winds up his stay there the middle of October. Prior to his ceturn to the Northernaire, Kismet roncluded a 90,000-mile tour which took him thru South American, the Far East and Europe At a recent surprise party in his bonor, the Northernaice management tendered Kismet a lifetime contract at the Showboat. With the contract came . bronze plaque bearing the signature of **Carl O. Marty Jr.**, Northernaire owner, reading: "In appreciation of 12 years of outstanding shnwmanship and helpful ro-operation dating back to the opening of the Showboat, we are beppy to extend your contract to head the Showboat show for life" . . . **James R. Kane**, who put in 50 years in show business as a magician (**Ace Kano**) and menlalist (**Price Omar Kojel**, playing the major vaude houses hece and in Europe, has opened a magic shop in Philadelphia He intends to market a number of his own effects and conduct a school of magic in conjunction with bis shop Kane also plans to play an occesional date in the Philly area. . . **Remon LaRue (Sir Edwards)**, who presented his Sky Escape, wherein he frees himself from a straitjacket while suspended head down from a heliocopter, at the recent Canadian National Exhibition, Toronto, and the New York State Fair, Syracuse, and last Sunday and Monday (21-22) performed the thriller at the New Jersey State Fair, Trenton All the above dates wece set thru the **Georga A. Hamid** office. . . **Rickla Dunn**, pickpocket magician, who recently worked several personals in Albany, H. Y. as TV's Magic Clown, has joined WATV, Newark, to liven commercials with his magic.

LADY ETHEL, who for years, prior to her recent divorce, was a member of the well-known mental team billed as **Dr. Jester and Lady Ethel**, is now hostess at Childs' Restaurant on Peel Street, Montreal, . . **Charles Carls**, French card expert, is current at the Normandian of the Mount Royal Hotel, Montreal, and is set for the Bellevue Casino, that city, onening next January. **Nardini and Nadyne**, after winding uo the swank St Maurice Hotel, Three Rivers, Que., 85 miles north of Montreal, packed their bag of tricks into a niterv in the latter city "Can't spell the name of the place," they write, "but for the money we are getting we don't care how it is spelled We ace getting $100 more on the week than any date we played in the States Our only regret is that we never came up here before However, in the past we were always concerned about getting our liquor used in our act across the border This time we had no trouble at all Just showed our rontract and told what we had, and a permit was issued calling all of our proos "ools of the trade' This might help other magi when they ronsider the heavy taxes on their props Nadyne has been netting some highly favorable newspaoer plugs with her "Fantasy in Smoke" Magicians Alliance of Eastern States will hold its 10th annual ronvention sonnsored bv the Yogi Magic Club Baltimore, at the Lord Baltimore Hotel that city Friday and Saturday of this week (26-27) It all begins with a night-before party Thursday. Among those slated to demonstrate their talents during the two-day shindig are **Cardini Al Flosso Dr. Stanley** fo' a **Fiddle Clever, George Jaaon Clint Riedel Al DeLane and Shirley, Larry Weeks** and **Orville Meyer**. A 10-dollar bill covers all activity for MAES members: $12 for nonmembers

They Come to New York from everywhere to enjoy the Value, Comfort and Convenience of the HOTEL Woodward
BROADWAY at 55th STREET
Ideal accommodations for 800 guests
Private baths, showers and radio. Television!
FROM $3.50 SINGLE $5.00 DOUBLE

SELAN'S
World's Largest Creators of Hair Styled Pieces
Write for FREE CATALOG
Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR
Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces
● Waterfalls ● Switches ● Chignons ● Pageboys ● Top curls ● Transformations ● Wigs ● Non-Spanglies ● Toupees
SELAN'S
NAT'S GOODS CO
32 N. State St Dept 1 Chicago 2, Ill.

THEATRE FOR LEASE
Dayton, Ohio
"Suitable for Burlesk"
1000 seats Modern, fully equipped heart of city Extra large stage Pop 450,000, boomiewe business. Wright Field Air Force Brokers Protected
C. L. BRAFFORD
14 S. 5th St Adams 9492 Dayton, Ohio

ACTS WANTED
All types for night spots in Montreal and vicinity. Send photo description of act and salary expected
NATIONAL VARIETY ARTISTS SERVICE
Box 75, Station N, Montreal, Canada

Burlesque Performers
WANTED
Long Engagement and Good Pay
PRESIDENT FOLLIES BURLESQUE
San Francisco California

RHINESTONE FASTENER
Attaches rhinestones to dresses, costumes, etc Rhinestone Fastener Set, complete with 150 rhinestones and setting. Easy to use Crystal Rhinestones, 1d size, gr $1.50, 2 gr $2.50, with settings: size 00, $1.75 gross. Colors available
AMO-LITE COMPANY
21 Parsons Ave. Columbus, Ohio

HOTEL BELVEDERE
48th St., West of Broadway, New York
Phone Circle 6-9100 • Frank Walker, Manager
Single $24.50 weekly
Double $28.00 weekly
PRIVATE BATH—SERVING PANTRY

GIRLS!!!
International Hollywood Road Show Going success, best advantages. Beginners, Acro Girls, Dancers, Singers, Musicians. All types, any race (no drunks). Help you anywhere. Tell friends! Rush pictures. Write L. M. ROY, Director Box 902, c/o The Billboard 1564 Broadway New York 36, N. Y.


## Chicaao. Chi

a *Continued from page 18*

Quoin (Ill.) Fair. Best part of their routine was the closing which is oatterned after the style of the Radio City Rockets, but misses on the preciseness of the New York line.

On second ace the Ben Yost Vikings, five lads with good voices, who just don't seem to have a chance with the audience Their opener, short takes from several operas, didn't sell but their "South Pacific" medley, and a bit on the armed forces were better received. Chanters join with the Rockela for a production number closer, which was distinguished only by ila rostumes. Pic. "The Quiet Man."

Horman Weiser.

## Le Ruban Bleu

● *Continued from page 18*

what har current audiences like. She has assembled generally chucklesome material and projects it with a fine sense of comic timing. Her opening routine is solid, and she is at her best in a burlesque of a cafe society singer chanting "Love for Sale" and discussing the idiosyncracies of her former vocal teacher. An interlude lampooning a zither artist in a Town Hall roncert falls a bit flat

Back are Jack Fletcher and Bill Sheidy, whose antics are peecisely gaited to this brand of entertainment. The pair works smoothly together in class buffoonery Sheidy can spark fun out of the reading of a simple Hans Christian Andersen fairy story, and Fletcher's unmhibited facial clowning is a hefty asset. The boys cegister excellently

A bright new exhibit is the club debut of a male quartet fcesh from cedio The lads call themselves The Toppers and are not chalking up any token of conceit thereby. The four are ingenuous and rompletely free of usual quartet stiffness and mannerism. They can change pace at the drop of a hat, switching from a beautifully harmonized ballad like "I Talk to the Trees" to a rowdy hillbilly chant. The team rould be a natural as a permanent vocal fixtuce on a big time TV variety show They will certainly give a big lift to matters at the Ruban Bleu

For this pew's money, only one gal can put across that torrid "Who Wants It," and that's Pearl Bailey. Dolores Martin tries it for negligible results Worse, she spots the attempt as the wind-up for her act. In a small room her voice comes thru well enough on such items as "Manana" and "Heat Wave," but lacks the spark to ceelly get her audience under her thumb. The results don't match her assurance.

Along with its own entertainment choces, Paris' trio cuts the show admirably as usual.

Bob Francis.

## Steuben's Vienna

● *Continued from page 18*

skate like 70, it is essentially the last spring. With a series of many-hued routines cevolving about a nautical gimmick of sailors on liberty, it keeps moving at a lively clip that never sags Its sight appeal is especially suited to clubs where the buzz of conversation, clatter of plates and other distecting elements customarily blur the acts

Opening up with Wilma Leary and Jo Bernum, local Henie, in a fast dance sequence, the icer segues into a cycle of production numbers such as "Three Day Pass," "Sailor's Sunday Off," and "Dine and Dance Palace." Choreography is simple but allows plenty of opportunity for spectecular lifts, spins and three-turns Robin Helson does a magico bit on skates to heavy mitts, while the two Learys and Barnum are backed by a handsome ensemble for their nifty skatework The topper has a brisk Charleston, ending in Bernum tossed into the air while strobe lights play over luminous costumes

The surprise of the evening is emsee Dennis who appears on runners to start his fourth ronsecutive year in the spot The evergreen vocalist passed up a same parcel that won a favorable response at the Sheceton Plaza booking this summer to make like Shipsted and Johnson, but on or off the irons his personable salesmanship of "Blue Tango," "Here in My Heart" and "Walking My Baby Back Home" still sells big. The Tony Bruno ork, strung back to beck like riders on a ski tow, does yeoman service with the music rues, and the show's main flaw is a long stage wait between the end of the performance and the ceplacement of the dance floor. Bob Taylor.

## Palace, N.Y.

● *Continued from page 18*

into "Rainbow" and modern jazz tempo.

Wind-up seems interminable, a medley of "Rhapsody in Blue" and other items. It's a low ebb for thet afocementioned third slot. Moce may be forgiven the chanting Paulette Sisters, making a Stem stage debut. Unseasoned as they are, the quartet has a nice sense for harmony. But some kind advisor should tell them to spread out, stand still, and lay off the stereotyped gestures. A little celaxation and originality in delivery would help the song routines no end. Just now the gals are less than a carbon ropy of a half-doxen similar sister acts.

On the excellent side of the ledger is the acro balancing of Howard and Wanda Bell. Pair get rhythm and production into their routine, with a happy facility for making extremely difficult stunts look easy. Everything about their work is to the point and timed to the minute. Also on the good side is the aerialist, LaLage, a Parisian looker, whose forte runs to rope and rings acrobatics

Pic is "Holiday for Sinners."

Bob Francis.

# Burlesque Bits

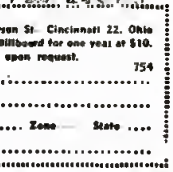
By UNO

**Jack Kane** opened the fifth link of his Ohio circuit, the Town Hall Theater in Toledo, on September 12. Another burly house in town is the Gayety operated by **Jack Rubens** and his son Eddie as a stock theater. Town Hall, 1,400 capacity, was formerly the Capital when Kane was also in possession It is now a Shubert lease . . . **Honey Alden**, whose 7 months' stay at Tony Pastor's nitery, New York, was abruptly terminated thru being mugged one early morning when she left for home, cetumed September 8 for another indefinite engagement . . **Patty Browne** opened September 12 at the New Follies, Los Angeles, whece **Ginger Duval** had a narrow escape from swallowing an open safety pin but got back into the cast after two days in the General Hospital . . . **Larry Norman** is doubling as vocalist in the Gay 90's Show Lounge and in a TV show in Minneapolis. Principels at the Lounge are **Jerry Owen**, comic; **Jalan Walton**, singer; **Earl Morgan**, magician, and **Earl Bach** and his ork. . . . **Sherry Shannon** closed at the Peruvian Palms in Minneapolis and opened at the Capitol Lounge, St. Paul, September 19 . . Talent placed by the **Milt Schuster** agency out of Chicago for the season's Midwest and Hirst circuit tours comprise **Meggs Lexing, Lou DeVine, Sigh Majestie, Lyn Paige, Fred Frampton, May Joyce, Princess Domay, Stan Stanley, Pamela Pierce, Nadine, Harry J. Conley, Linda Leslie, Jack Buckley, Leah Wynn, Fields** and **Gaorge, Jack Coyle, Rusty Marsh, Max Coleman, Bob Ferguson, Meuria Wayne, Al Baker, Marcella, Dolores Del Rey, Billy Ainslee, Buddy Bryant, Torchy Blair, Vivian Keenan, Linda Scott, Falsh O'Farrell, Bert Carr, Eddie Yubel, Halan Drake, Peggy Bond, Jack Rosen, Sammy Price, Lis Palmer, Lou Ascol, Dextar Maitland, Mary Murray, Dallas Ynrk, Batty Jo Morgan, Pat Burns, Roxenne, Carol Shannon, Thaa Cockrell, Irma, Caluda Matbis, Matty Matthaws, Rboda Trua, Dolly O'Day, Herbia Barris, Terry Miller, Joe Starling, Bobbie Parker, Cliff Cochren, Peggy Woods, Patti Dayna, Batty DeQua, Sammy Spears** and **Beverly Ware.**

**Bubblea Darlene**, exotic dancer, is creating a record for a lengthy holdover in one Louisville nitery whece she is now in her 22nd week at the Club Heon. . . **Jeck Diamond** and **Mandy Kay** replaced **Irving Benson** and **Jeck Mann** at the Holiday, New York, in **Michael's Rose's** show, "A Night in Havana," September 15 . . . **Richard Linaman** is the new manager of the Laurel Theater, Hollywood.

Subscribe Now and Save Money!

Complete News and Reviews of
NIGHT CLUBS AND VAUDEVILLE
Every Week
The Billboard!


The Billboard 2160 Patterson St Cincinnati 22, Ohio
Yes ☐ Please send me The Billboard for one year at $10.
Foreign rates upon request.
754
Name .....
Address .....
City ..... Zone ..... State .....
Occupation .....

"SALLY"
and Her Monkey
SALLY LANE
"The Girl That Made Paris Blush"
Represented by
MILTON SCHUSTER AGENCY
127 No. Dearborn St. Chicago, Ill

When in BOSTON
It's the
HOTEL AVERY
Avery & Washington Sts.
The Home of Showfolk

STROBLITE
LUMINOUS COLORS GLOW IN DARK
SPECTACULAR! BEAUTIFUL! MYSTIFYING! DRAMATIC!
Countless, intriguing effects can be attained with U V Blacklight. For stage, night clubs, theatre decorations, advertising, displays, etc.
STROBLITE CO.
Dept. B-1, 36 W. 52d St., New York 19

CALLING ALL COMICS!
COMEDY CARAVAN by ROBERT ORBEN —a 55 page printed book containing 1076 one-liner gags routined into 65 rock bits! Only $1 including a free catalog of gag books. Send to LOUIS TANNEN 120 West 42nd Street, New York 36, N. Y.

ACTS WANTED
Break your jump East or West Can offer many night club, theater, convention and banquet bookings. Write, wire, come in!
RAY S. KNEELAND
75½ W. Chippewa St. Buffalo 2, N. Y.

Be a Booster for
MILTON SCHUSTER
WANTED
100 Exotics for Theaters, Clubs and Carnivals. Contact
Jack Montgomery, Mgr.
Club Dept
127 N. Dearborn St Chicago 2, Ill.

SCENERY
Dye Drops Flat Sets Cyclorama Draw Curtains Operating Equipment
Schell Scenic Studio
581 S. High Columbus O


Minstrels' Costumes & Accessories
CIRCULARS FREE
Dance—COSTUMES—Clowns
For all other occasions. Get in touch with
THE COSTUMER
238 STATE ST. SCHENECTADY 5, N. Y.

## BLACKSMITH SCHMITZ

# AOW Forges No. 11 Link at Peekskill

PEEKSKILL, N. Y., Sept. 20—Peekskill Arena, Link No. 11 in the America on Wheels chain of rinks, held its gala opening Thursday (18), featuring skating exhibitions by a number of champion etuh members in the chain.

AOW General Manager William Schmitz expects the rink to draw the bulk of its trade from Westchester County, but points out the important aspects of summer trade. Peekskill is in the heart of a large and popular summer resort and camp area. Summer visitors greatly increase Peekskill's population and are expected to provide many patrons for the rink during the vacation period.

Peekskill Arena is the second AOW rink to open in New York State. It is located 30 miles north of Mount Vernon Arena and is certain to extend AOW influence in the Empire Stats.

Managing Peckskill is Tom Brown, formerly on the professional staff of Capitol Arena, Trenton, N. J. He has spent a number of years in the chain.

AOW has installed a new sound system and new organ in the building. Installation was made by the Audio Engineering Company, a firm specializing in acoustical work in skating rinks. Doug Morrow, former organist at AOW's Alexandria (Va.) Arena, has been transfered to Peckskill to handle musical choces.

Opening night skating exhibitions were arranged by Charlotte Ludwig, former national aenior ladies figure champion, who is now professional at AOW's Twin City Arena, Elizabeth, N. J. First on were Shirlee Ludwig and Margie Adair, pair skaters, in a "Silhouettes' routine. They were followed by Diana Lanzotti, 1952 national asnior ladies' figure champ in an exhibition; two youngsters, Dawn Brown and George Bonocore, mixed pairs routine; a dance routine by members of the Twin City Skating Club; a danre exhibition by Barbara Friedman and James Foythin, junior danre titleholders, and a relay race between teams from AOW's rinks at Paterson, Bayonne and Elizabeth, N. J. The Peekskill Arena will be an addition to the racing league conducted by AOW.

Climax was a grand march which featured presentation of the arena banner to Manager Brown.

TELL & SELL WITH POSTERS
RINKS PARKS ORCHESTRAS
FAIRS RODEOS CARNIVALS
AUTO & MOTORCYCLE RACING
TRAVELING SHOWS THEATRICALS SPORTING EVENTS & OTHERS
Posters INCORPORATED
835 CHERRY ST. PHILA. 7, PA.
Union Shop - Phone LOmbard 3-2000

WE BUY AND SELL
all kinds of secondhand Roller Skates
MADAME RENEE'S
BONNY SKATING TIGHTS $11.50 doz.
BONNY SKATING SKIRTS $24.50 doz.
Gaberdines—16 different and ob colors—Velvets and Corduroys
HOWARD PRECISION .... $1.00 per
FIBRE WHEELS
All merchandise guaranteed. Write for complete price list 1/3 down, balance C O D
JACK ADAMS & SON, INC.
1471 Boston Rd. Bronx 60, N. Y.
DAYton 9-3663

WE BUY and SELL
NEW and USED RINK ROLLER SKATES
largest exclusive skate distributor in the country
lowest prices
By buying and selling—repairing and renovating—we pay the highest—sell for less. Write for quotations. One Day Service.
JOHNNY JONES, JR.
CHICAGO ROLLER SKATE CO.
53 CHATHAM ST., PITTSBURGH 19, PA.

FOR SALE
Portable Maple Rink Floor, size 80x180 good condition. Will sell all or will split in half. Sections 2' 3" wide and 14' long Price forty-five cents per sq. ft.
DON McELRINNEY
Box 307, Marion, Iowa
Phone: 3-5692 or 9234, Cedar Rapids

# New Package Design for Chi Outfits

CHICAGO, Sept. 20. — A new package design for Chicago Roller Skate Company rink skate outfits is announced by Vice-Presidents Gordon K. and Robert R. Ware Jr., and Joseph F Shevelson, treasurer

Outfits packaged in the new box are assembled and guaranteed by the Chicago firm, assuring highest standards of quality and uniformity. Only shoes of the best workmanship and wear-ability are sold on factory-assembled outfits.

In addition to the guarantee mark on the box, Chicago-assembled outfits have a decal guarantee on the tongue of the shoes as additional protection for buyers. For all factory-assembled and guaranteed outfits, a new slogan, "Look for Chicago on Every Tongue," has been adopted.

Colors of the new box design are deep blue contrasting with vivid red. Studies of how color combinations affect sales show that blue and red rate highest in sales appeal, officials state. With high shelf and counter display value, the new package design is styled to catch eyes and buyers.

There Is BIG Money in a ROLLER RINK
Properly Managed and Equipped With the
BEST RINK SKATES. ASK US.
Write us for Booklet No. 8 on Successful Rink Management.
Recent improvement in our skates make them stronger and better than ever
CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.
Manufacturers of All Kinds of Roller Skates

"Fit-Factor" REMOVED!
EQUIP NOW WITH KINGSTON ... and Eliminate Odd Size Rental Stock
ADJUSTABLE (Pos-Tir-Lok) CLAMP TYPE RINK ROLLER SKATES
WRITE FOR COMPLETE INFORMATION
KINGSTON PRODUCTS CORP., New. Div., BS-20, Kokomo, Ind.

# Barbara Ziem Appointed Pro At Stockton

STOCKTON, Calif., Sept 20—Barbara Ziem, veteran competitor in United States Amateur Roller Skating Association competitions and protege for the pest nine years of Paul J. Gilbert, manager of Stockton Rollstorium, has turned professional and accepted a teaching position with the Rollatorium.

Miss Ziem has been asnior pair champion of California and the Pacific Coast in both ice and roller skating for the past three years. In 1945 she placed first in U. S. juvenile pairs roller skating and the following year she and Pat Quick took second place in junior ladies' pair skating. Last year Miss Ziem and Armando Rodriquez plared second in junior mixed pairs skating and this year won the Pscific Coast aenior mixed pair title. Three times in succession she has won the Hazel Barker trophy for artistic skating and showmanship. Last year Miss Ziem was made a gold figure judge of the USARSA. In addition to her connection with the Stockton Skating Club, Miss Ziem was a member of the St. Moritz lee club of Berkeley, Calif.

# AOW Unveils Trenton Arena

TRENTON, N. J., Sept. 20. — The long-heralded unveiling of America on Wheels' Capitol Arena here, closed since the end of June for a complete redecoration of its interior brought expressions bordering on the superlatives from patrons who attended the Wednesday (10) debut, according to William Sehmitz, AOW general manager.

The lobby has been decorated in a circus motif with "big top" and circus chandeliers, supplemented by a menagerie effect and pictorial displays of trapeze artists. In the rink proper, color and lighting have been used to bring about dramatic effects. The walls are alegantly derorated and are shown off to advantage by a new lighting system.

Another feature is a glass cloth reiling which reflects the bright colors of the walls. The ceiling embodies the advantages of beauty and safety, since it is 100 per cent fireproof Final touchas are a new sound systsm, which officials say greatly improvea the music, and relocation of the organ on a stage at the far end of the rink. The organ is locatsd on what AOW calls an exotic stage, ast in front of a "dazzling" background.

# City-Owned Rinks Of N. S. Want Out On Province Tax

HALIFAX, N. S., Sept 20.—The Union of Nova Scotia Municipalties has urged abolition of a skating tax of 5 cents at rinks owned or operated by a city, town or municipality. Elimination of the levy was called for at the annual convention of the union here.

It was stated in behalf of a community-owned rink in New Glasgow, N. S., that gate receipts had been reduced substantially because of the new tax imposed by the provincial government. Decision to seek rescinding of the tax was reached without dissent. The tax applies to both roller and ice skating.

CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction
PARAY & GILES, Pres.
Curvecrest Inc. Muskegon, Michigan
We invite you to bring your skaters to Curvecrest and see for yourself

FOR LEASE
Rink in Amusement Park.
Year-round operation.
TIM NOLAN
Meadows Park South Zanesville, Ohio

# Drivin' 'Round the Drive-Ins

C. H. WEAVER, manager of Hi-Park Drive-In, San Antonio, came up with a Good Samaritan gimmick last week. As a result, about 600 San Antonio motorists escaped possible parking violation tickets. Members of the Hi-Park staff put coins in parking meters where motorists had parked overtime and then left a note saying the coin had been deposited with the rompliments of "Laura." By a strange coincidence, the film at the drive-in at the time was "Laura." . . . L. Lipscomb, manager of Jacksboro Drive-In, Fort Worth, estimated damage to the theater at between $35,000 and $50,000 as the result of a freak windstorm. The top of the screen, made of roncrete blocks, was whisked away like straw. The corrugated iron fence surrounding the drive-in was found scattared over about a three-square-mile area. Some parts of the fenre were found wrapped around the loud-speaker posts on the ramps. Lipscomb also reported that the walls and roof of the concession stand also were demolished. . . . Indicative of the growth and importanre of the open-air theaters in Pennsylvania, is the report issued last week by the Allied Booking & Buying Servicc of the Eastern Pennsylvania Allied Theater Owners, marking the fifth year of operation of the booking and buying agency in Philadelphia. The report shows that of a total of 64 theaters asrviced by the agency one-third are drive-in theaters. There are 44 regular type indoor theaters on the books and 20 key drive-in accounts

PROMOTION-minded Lansing Drive-In Theater at Lansing, Mich., scored handily with two deals recently. The spot took advantage of the opening of the new $2,500,000 Cedar Street Bridge in Lansing by playing it up in the theater's advertising media and in its throwaways which had a letter opener attached urging patrons to "See the Stars Under tha Stars" at Lansing Drive-In. For its pre-Labor Day week-end activities, the drive-in set up a special fireworks display and its throwaways contained a pencil and ruler which were handed out to the kiddies prior to their reentering school.

WILLIAM SOBOL, manager of the Starlite Drive-In Theater, Stamford, Conn., is recuperating from surgery. . . . Pvt. Bert Amadeo, brother of Paul W. Amadeo, general manager of Pike Drive-In Theater, Newington, Conn., has returned to the States from a tour of Army duty in Korea. . . . Barbara Dolgin, daughter of Jee Dolgin, film buyer-booker, Pine Drive-In, Waterbury, Conn., and Mrs. Dolgin is studying fashion designing in New York Sh- recently concluded a danre course at Connecticut College for Women. . . . Plans for a $175,000 modern drive-in theater in the Musqueam Indian Reserve, Vancouver, B. C., are being drawn by architect Gerald Hamilton foc Richard Fairlaigh, co-owner and manager of Hollywood Theater on West Broadway

# Roadshow Rep

T. A. (TED) MORRISON is in Springfield, Ill., readying his school show which he will bow in Livingston, Mont., soon. He asya that he has about 50 of last year's engagements lined up and that prospects looks good. "I saw one tant show in Illinois this summer," Morrison advises. "The night I caught the show it was playing to about 100 people. Fred Storey's sho- had three good performers and their stuff was good. Storey told me that a Chicago writer had fixed up the show for him. He doesn't handle med but does okay with his merchandise line-up." . . . E. E. Frisbee, who operated the Frisbee Players for a numbe of years, is booking school and auditorium showa out of Baltimore and will open in Pennsylvania about October 1. Frisbee also will handle amateur promotions, with his wife, Evelyn, taking care of that chore. . . . Galen Wright is placing hobby shows in Northern New Hampshire. He has about 20 towns booked for the fall and winter.

CHET HEALY writes from Murboro, Tenn., that he has been playing fairs and celebrations with his museum show but will go into schools soon. "I was in Central Tennessee part of the summer," Heely writes, "and it was flooded with small and inferior shows and the natives were becoming tired of it all. I plan to move south for most of my school dates and will handle some merchandise on the side." . . . Charles H. Elroy pens from Davenport, Ia., that he will play some school dates this winter. He has been working a solo show at fairs and celebrations to fair returns. He says that lows is being overdone with shows and that the clientele is being lost to television which is going in fast. . . . The Britten Family is playing spots around Sarnia, Ont., to fair business. . . . R. B. Gately, who had a good summer with his stroller-type show, will start his solo school and hall datea in Arizona

## Skating at Moncton

MONCTON, N. B., Sept. 20.—Roller skating is being offered at Stadium Rink here from 8 to 10 nightly. Admission is 50 cents, including use of skates. Roller skating will continue until some time in November when the rink shifts to ice skating and hockey. soon. His wife handles the musical end of the outfit and they have numerous dates booked in advance.

C. J. (CIG) CAMERON has been presenting his solo show in Reeves County, Texas, for the past month to good business. "Much of my business has come thru merchandising, however," Cameron pens from Orla, Tex. "While working Barstow County I ran

(Continued on page 51)

BARDEX MINSTRELS
WANT COLORED
Musicians, Singing and Dancing Comedian. Can also use couple more attractive Chorus Girls, also any useful People around a Show of this kind. This is a Medicine Show under a 70 by 170 ft. tent. Top salary, working conditions tops. However, we insist on sobriety on Job. We have plenty of Help and a good Show, but are hiring extra Help to check them for next season. Show will be out a long time this season, so write, stating salary, experience what you can and will do, to
DR. MILTON BARTOK
General Delivery brichard, Alabama

16MM. SOUND FILMS FOR SALE
Over 300 complete pictures from $60.00 to $450.00 each
FILMS RENTED AT ONE LOW PRICE
$3.00 1 to 3 days. $4.50 per week
$12.00 per month.
Advertising paper loaned free.
ACE CAMERA SUPPLY
642 W. Evans Street Florence, S. C.

$19.50 PUTS YOU IN SHOW BUSINESS
We supply you complete 16MM Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write
Southern Visual Film
68 Monroe (Dept. BB), Memphis, Tenn.

DRIVE-IN THEATRE AND AMUSEMENT PARK FOR RENT
Together or separate. Please do not write—come look it over
Lake Moraine Beach Amusement Park
Hamilton, N. Y.

TENT THEATRE FOR SALE
60'x120', 10' sidewalls, chairs, stage, scenery, trucks, trailers. Extra 14 ft. scenery, stored Clinton, Illinois. Fine for stock or road
ROBERSON-GIFFORD
Star Route, Solon Springs, Wisconsin

# London Dispatch

● *Continued from page 2*

Mayfair to pick up a little culture. This tatter is really Mr. Lunt, goggle-eyed, be-whiskered - and full of a highly-articulate passion for locomotivas. To shield themselves from scandal, the abused epouees follow the lovers and chaperone them in their South of France villa, which naturally kills most of the fun of it for Hubert, poor fellow, and presently tha four re-assembla and return home. But whits this has been going on, the Lunts beve fallen in love. And after the epace of an inlerval they run away together using the same nom-de-plume as Hubert chose, and bound for the same villa.

It doesn't sound much. It isn't much. There are some fine sentiments: we see a new and softer aide of Coward when he waxes lyrical about locomotives, but the wit is very wet and if it ware not for the magnificent, almost poetic, exchange of dialog between the Lunts it would have been a sad evening indeed.

### BERGMAN TO STAR IN BRITISH FILM . . .

It seems Ingrid Bergman will be coming to Britain next year to make a picture with Marlon Brando. In July Sam Spiegel flew over to Rome to discuss the project with the Rossellinis. Both were enthusiastic, but rumor has it Roberto wantad to take over and direct the picture himself—which Spiegel doesn't go for. It seems Rossellini mey be brought in as co-producer. Spiegel is busy now making the life story of Melba, which will etar Patrice Munsel in the name role. Lewis Milestone is directing

### MANGANO DOES ROLE OF NUN . . .

That lusty, busty lass Silvano Mangano is due here Septsmber 28 from Italy for the prcem of her latest flick "Anna," in which she shrouds those curves, which won her euch fame in "Bitter Rice," behind a nun's habit. But for those cinemagoers who do not clearly recall the gal's face there is a ronsidereble flashbeck in it to an earlier naughtier period in ber life as a night club dancer wben even the most muddle-minded will be able to recognize everything they remember about her in "Rice"—without ever looking at her face.

## MR. PICKWICK

(Opened Wednesday, September 17)

### Plymouth Theater

A comedy, based on Dickens' "Pickwick Papers," by Stanley Young. Staged by John Burrell. Production designed by Mathieu Ankers General manager, Victor Samuck. Stage manager, Phil Stein. Press representatives, William Fields and Walter Alsord. Presented by the Playwrights' Company

| | |
|---|---|
| Mr Pickwick | George Rowe |
| Mr Tupman | Earl Montgomery |
| Mr Snodgrass | Anthony Kemble Cooper |
| Mr Winkle | Derek Tansley |
| Mrs Bardell | Norah Howard |
| Mrs Cluppins | Lucie Lancaster |
| Sam Weller | Clive Revill |
| Tommy Cass | Richard Hector |
| Mr Rufus | Jacques Aubuchon |
| Mrs. Weller | Philippa Bevans |
| Mr Waller | Louis Hector |
| Mr Stiggins | Ravil Nowes |
| Mr Jingle | Nigel Green |
| Mary | Berae Marshall |
| Mrs. Leo Hunter | Estelle Winwood |
| Jas | C K Alexander |
| Mr Wardle | Neil Fitzgerald |
| Emily Wardle | Jean Cooke |
| Isabella Wardle | Dolores Figatt |
| Rachel Wardle | Nydie Westmac |
| Mr Perker | Murt Richards |
| Wilberforce | Wallace Acton |
| Bellift | Wecece Acton |
| Justice | William Podmare |
| Turnkey | C. K. Alexander |

● *Continued from page 3*

salon breakfast - party. Nigel Green looks and acts exactly like the out - at - elbows schemer, Jingle, and Cliva Revill and Louis Hector get Dickensian ritelity into the Wellers. Jacques Aubuchon is responsible for an outstanding courtroom bit as the unctuous counsel for the plaintiff. Best of the rest of the cast, this reporter likes the contributions of Norah Howard, Phillipa Bevans, Basil Howes, Earl Montgomery, Anthony Kemble Cooper and Derek Tansley.

There is no doubt that John Burrell has etsged "Pickwick" for real Dickensien flavor, and its backgrounds and costuming thoroly catch its mood. But as a Stem exhibit, its appeal is gaited primarily to nostslgic Pickwick addicts. The laughs it engenders stem more from memory than what you see and bear. It looks to be dedicated to a special audience. Unfortunately, there usually aren't enough of such.

# Paris Peek

● *Continued from page 2*

fered more catastrophies than any of the other showe on the boards, including the tragic dasth in an airplane crash of its producer, and the sicknesses of three of its le ding ladies, now has a fourth star in reptscement, the screen's French "Lana Turner," Dora Doll. . . . Opening at the Theatre Danou is Wilfried's "Without Ceremony," and at the Theatre Monceau "Sirs, My Husband" bv Chilian, both at the end of the week. . . . Marcel Franck's "Vica Versa" starring Odette Laure, reptsces "Back Street" at the Theatre Fontaine.

### MOULODJI IS BUSY ON MANY FRONTS . . .

Busy man around Paris is Mouloudji. Besides beginning a new radio program this week for Radio Luxembourg, aiong with Maurice Chevalier, Daniele Delorme and Robert Lamoureux, called "Grand Review," the writsr turned actor stars at the Theatre Trois Baudets with Henri Salvador, and beadlines the cabaret show at "Carrois" on the same program as Mexican singer Margo Lsergo, two ex-Dunham dancers, singer France Gabrielle, model-m.c. Maggy Sarralk, and Rudey Castel'e orch.

Sugar Rey Robinson preparing a variety act for next Paris season. . . . The Theatre ABC will reopen this week with Marcel Marceau'e Mimy troupe beadlimng Charpini and Branca and Lily Fayol.

### TV NOW SHOW FUTURE FILM STARS . . .

Finally, comes a new filmed TV show on the Paris network, Marcel L'Herbier'a "Cinema of the Future," introducing new faces of the present who will, be says, be the film names of the future, plus nsing the already established film celebrities of today. . . . Add to the list of evergrowing contests, the Besacon music festival, which awarded the best conductor of the year prize to Frenchman Jean Parisson, with two Americans, one Austrian and two other Frenchmen (all virtually unknowns) sharing the other prizes. . . . Final theater-nitery opening of the week (Paris goes in heavily for nigbtclub shows thet are really short theater pree-entetions) is Theatre Fontaine de Quatre Saisons with the Garcons de la Rue, Georges Lafaye'e puppets, and the inevilable theatrical sketch by the Grenier Hussenot company.

# Roadshow Rep

● *Continued from page 50*

into George Carthall, of the old vaude team of Carthall and Richards. He was a pal of mine in the old Kohl and Castle days. George disappeared from his old haunts in tne Windy City many years ago and different ones asked me aoout the team. George told me that his partner is living on a farm in Pennsylvania but that he (George) couldn't stey put and came out this way about 20 years ago and has been working small shows around Western Texas ever since. He has a small truck which he has fixed up to make wire jewelry and other novelty goods. George told me that he acrued more money with this outfit in one summar than he obtained in year in the old days. He spends his winters in Tampa, but early each spring he starts out with his trailer filled with items.

ALBERT FORNIER nae been getting by okav with his outdoor one-man show this summer. From Fort Smith, Ark., he'll baad towards Montana to play established hall and school promotions like he has done in past winters. . . . **G. G. Gernier**, who bee beadquarters in Burlington, Vt., wants to know if **Billy Blytha** is still active. "I miss eeeing his small, but good unit that traveled Northern Vermont ~ome years ago," Gornier says. . . . **Dave Daniels** reports from Lowell, Mass., that he will opan his country etor~ promotion show this month. He has about three months work lined up.

# The Final Curtain

**ADAMS—Gertrude,**
77, circus aerialist, September 9 at Chesapeake City, Md. She started show business in 1886 with the Mat Wixson Great Show with her husband, the late James Adams. They operated their own James Adams 20th Century Shows, a wagon circus, from 1898 until about 1903, then taking out a three-car vaudeville show playing mostly in the Carolinas. About 1910 they established the James Adams Floating Theater, one of the few showboats on the Atlantic Coast, with home port at Chesapeake City, Md. Edna Forbes spent several weeks on their boat to do research for her novel, "Show Boat." They retired about 1928. Interment in Chesapeake City.

**ALDA—Frances,**
66, former Metropolitan Opera star, September 14 in Venice, Italy. She and her husband Say Via Dan, New York advertising executive, residents of Great Neck, L. I., had left on a vacation trip to Europe two weeks ago. Miss Alda made her debut in the title role of "Mannon" at the Opera-Comique one soon in forties ssnkle, and made her Metropolitan debut in 1908 as Gilbe in "Rigoletto" under aegis of Giulio Gatti-Casazza. Thereafter, she sang some 40 soprand roles in every Metropolitan season of the ensuing 21 years except 1910- 11, never missing a scheduled performance. She gave her "last well" performeoas on December 28, 1930, in "Manoa." She was married to Gatti-Casazza in 1916. The marriage ended in divorce in 1928. She was married to Vir Den in 1941.

**BLANCHAT—Mrs. Josephine L.,**
72, owner of Crystal Beech Park, Vermilion, O., September 13 in that city. Her son-in-law, Thomas Ryan is manager of the funspot. Services at St. Marys Church, Vermilion, September 15, with burial in that city. Surviving are two daughters, Mrs. Agnes Ryan and Mrs. James Calvert, a brother, Carl, and three grandchildren.

**BURNSIDE—E. R.,**
82, author, stage producer and for many years general director of the old Higbee-drome, New York, September 14 in Melochas, N. J. He began his theatrical career as a dog in "The Bohemian Girl" and at the age of 12 went to London where years later he met Lillian Russell and came to America as her director. Born of theatrical parents, his flare for spectacle productions came esay. He was the person who created the sensation of show girls disappearing into a tank of water at the old Hippodrome. He conceived the Hippodrome Nut spectacles, however, he wrote such plays as "Sergeant Kitty," "The Tourist," "A Trip to Japan," "Hip-Hip-Hooray!," "Chow-Chow," "Hoop-La Days, Good Times," "Get Together," "Better Times," "Three Cheers," "Smiling Faces and "Hold Your Horses" was a manager, he fumed out "Ladder of Roses", "Nice to Have a Sweetheart," "You Can't Beat the Luck of the Irish" and, with Soloman, staged the play Miss Nell "Poor Butterfly." In the 1940's he organized Gilbert and Sullivan troupes. He was a shepherd of the Lambs from 1918 to 1921 and held life membership His boughter survives

**CARR—Edwards C.,**
82, composer and musician, September 17 in Rosliodale, Mass. He was a trumpet soloist with the old Boston Symphony Orchestra and was associated with Victor Herbert when the latter was at the height of his operetta fame. In later years he became associated with

# Births

**BANES—**
A daughter, Ann Elizabeth, September 13 in Wilmington, Del., to Mr. and Mrs. Chauncey L. Banes. Father is a sales regresentative af WILM

**HELOMAN—**
A daughter, Kathleen Anne, August 30 in St Louis to Eenie and Arlene Heidman. The parents dreamed a magic turn and recently have had their own TV program in the Mound City

**HORN—**
A daughter to Mr and Mrs Bob Horn September 9 in Women's Hospital Philadelphia. Father is director of recordings for WFIL stations, that city, and vocbeats his own disk jockey shows on WFIL and WFIL-TV.

**LEINWEBER—**
A son September 17 in Evangical Hospitel, Chicago, to Mr. and Mrs. Fred Leinweber, owners of Tidetone Music, Inc.

**McCLUSKEY—**
A daughter, Kathtern Molly, to Mr and Mrs Bill McCluskey in Ciaciaati September 15. Father is on the sales staff of WLW-T, Cincinnati, and formerly was head of WLW Promotions, Inc., the stations talent bureau. Mrs McCluskey with her sister formed the team of Millie and Dollie Dood, the original Girls of the Golden West, featured for a number of years on Midwestern radio stations.

**RICE—**
A son, William, to Mr. and Mrs. Andy Rice, recently in San Antonio. Father is owner-operater of the Circus Club nitery in that city.

**ROBERTS—**
A son August 30 in Kingman, Ariz., to Mr. and Mrs. Keith (Blue) Roberts. Father, saw a truck mainal operator in Kingman, formerly was with A Ward Reane's Trail Drivers

**ROSENTHAL—**
A daughter, Joyce Susan, to Mr and Mrs. Jack Rosenthal at Lyte-In-Hospital, Chicago, August 21. Father is a publicist in the Windy City, handling a number of radio and TV accounts.

**TROETI—**
Twins, Randy and Hedy, August 31 in the Detmiano Hospital, Tampa, to Mr and Mrs Arture Troeti. Father is an aerialist known as the Great Arturo.

**WESTPHAL—**
A daughter, Yvonne Mari, August 7 in St. Mary's Hospital, Le Salle, Ill., to Mr and Mrs. Frank Westhal, operators of the Westphal Amusement Company

**ZACCHINI—**
A son, Mario Ates Jr., to Mr. and Mrs Mario Zacchini in Tampa August 30. Father is a carnival ride owner.

the Stieff and Chickering piano firms and at the time of his retirement six years ago was regarded as the dean of New England piano men. Services were in Roxbury, Mass., September 16. His wibow and a son survive.

**CAVILEER—Clarence,**
65, superintendent of the Boardwalk, Atlantic City, the last 27 years, September 13 in his motorboat off Brigantine, N. J., where he had gone to fish. Surviving are his widow, Elvie and three daughters. Funeral September 16 in Ventnor, N. J., where he made his home, with burial in Pleasantville, N. J.

**COOLUS—Romain,**
86, French author, journalist and playwright, in Paris, September 18. He was the cuthor of 18 plays and a 10-volume history of the theater and wrote for the Journal, Figaro and other French papers.

**CRAWFORD—John Elliot,**
58, representative of the Manitoba Dairy Cattle Association, in Ion heard of Manitoba Provincial Exhibition, Brandon, at Winnipeg, September 5. Survivors include his widow, a daughter and three sisters. Burial in Winnipeg

**DOGHLAN—Gertrude,**
73, former actress known in private life as Mrs. Gertrude S. Pitou, September 11 in Bayside, N. Y. She was the wife of theatrical producer August Pitou and daughter of actor-playwright Charles Coghlan. She appeared on Broadway in "The Royal Box," "Becky Sharp," "The Sorceress" and "Plumes in the Dust," as well as touring the country extensively. Her husband, two daughters and two sons survive.

**FILLMORE—Charles,**
93, internationally known hymn composer, September 16 in Indianapolis. Possibly his most famous hymn was "Tell Mother I'll Be There," a traditional Mother's Day favorite, the title of which was suggested by his brothers, James H and Frank, who also followed their father, A. B. Fillmore, as composers

**HUEBSPOHL—Fred J.,**
68, musician and former band leader, in Chicago Thursday (18). He was a brother of Paul N. Hurdegoh, secretary of the National Association of Amusement Parks, Pools and Beaches. His widow, two doughters, two nther brothers and a sister survive. Burial in Chicago

**MORAN—Mrs. Catherine Glenn,**
mother of John J. Moran sales manager of the Philadelphia Inquirer and Public Corporation, Philadelphia, September 12 in Misericordia Hospital, Philadelphia. Two other sons, two daughters, a brother and a sister also survive. Services Septemher 16 in Springfield, Pa., where she made her home, with burial in the Cathedral Cemetery, Wilmington, Del.

**O'BOYLE—Frank,**
75, formerly with Ringling-Barnum circus, September 17 in Miami. He made his home in Miami since his retirement several years ago. A brother and sister also survive. Services September 19

**RUDOFF—Edward N.,**
68, president of the Metropolitan Picture Theaters Association, September 17 in New York. With his partner, Herman Mecker, he led in the movement toward smaller, intimate neighborhood motion picture houses. He entered the motion picture business as an exhibitor in the 1920's he and his partner took over the Hamilton and Marlboro theaters in Brooklyn. Later they operated a number of film and legit houses in the metropolitan area. The more recent ones being the Sutton, Eighth Street playhouse the Village Art Theater and the New Beekman, which was opened last April. Surviving are his widow, a son, Reinald, a brother, David, and three sisters.

*In Loving Memory*
Of My Dear Husband
**JESSE M. SHOAT**
Who died September 24, 1941
**Nara Ann Shoat**

**SHERMAN—Robert L.,**
veteran of the theater, September 17 at his home in Chicago following a lengthy illness. In addition to his career as a playwright and actor, Sherman was a former president of the Midwest Managers' Association, vice-president of the Stock Managers' Association and a director of the United Managers' Association. He was also president of the Strollers' Club and a life member of the Actors' Fund. He was a collector of rare manuscripts and an authority on legit plays, having written these books on the subject. At one time he had 16 traveling attractions under his management, and also operated stock theaters in 20 cities. Surviving is his widow, Tracy M. Sherman, who has been actively associated with him in his theatrical endeavors. Services in Chicago September 20.

# Marriages

**ALTMAN-HARRIS—**
David Altman, owner of the Rialto Theater, Philadelphia, and Claire (Bunny) Harris, daughter of Benny Harris, owner of the American Film Exchange, Philadelphia, September 14 in that city.

**CHUBKO-HUTAS—**
Ted Chubko and Joan Hutas, secretary in the neckwear department, Debridge & Borrell Orchestras and Entertainment, Detroit, recently in Jackson, Mich.

**JACOBS-METCALF—**
Benjamin Jacobs, ride man on the Douglas Forester Show, and Alene Metcalf, Douglas cashier and daughter of Mrs. Williams Ford, wife of the Douglas ride superintendent, recently in Puyallup, Wash.

**THUMBERG-LOMBARD—**
Fred C. Thumberg, ride owner and operator with the F. & Dooding Amusement Company, and Jannie Lombard in Columbus, O., recently.

**STRONG—Annie,**
71, playwright, author of many stage hits, including "Seventh Heaven," "Three Wise Fools," "A Good Little Devil" and others, September 17 in Nantucket, Mass. He was a grand stepson of Robert Louis Stevenson, and had served variously as vice-president of the National Institute of Arts and Letters, on the executive committee of the Stage Relief Fund, as the Pulitzer Prize Drama Jury and as commodore of the Nantucket Yacht Club. He was also member of the Century Association of New York, the Garrick Club of London and the Dramatists Guilb of the Authars' League of America. Born in San Francisco, Strong's first play, written in collaboretiig with his late uncle, Lloyd Osborne, was "The Exile," produced in London in 1903. Other of his plays have been "The Little Father of the Wilderness," "The Drums of Oude," "The Tsymeker of Nuremburg," "Rip Van Winkle" and "Grumpy." His last effort was "A Play Without a Name," in 1928. "Seventh Heaven" opened on Broadway in 1922, starring Helen Menken. It became a silent movie with Janet Gaynor and Charles Farrell in 1927, and a talkie with Simone Simon and James Stewart in 1937. Strong is survived by his mother and widow, Mrs. Mary Holbrook Wilson Strong.

**TILLEY—Vesta,**
88, singer best known in private life as Lady de Frece, September 16 in London. The "London Idol" began her stage career at three and one-half and scored her first hit in 1874 in "The Pet of Batten Row." Always clad in male attire, she put over each great favorites as "Burlington Bertie," "Jolly Good Luck to the Girls Who Love a Sailor" and "The Piccadilly Johnny With the Little Glass Eye." Her late husband, Walter de Frece, whom she married in 1894, was knighted in 1936, and Lady de Frece retired from the stage in 1920. In the U. S. she appeared at Tony Pastor's on 14th Street, New York, and in such shows as "Algy," "My Lady Molly" and several Weber and Fields tours. For years she appeared to close with the Drury Lane Christmas pantomimes. Her farewell appearance at the London Coliseum was highlighted by a recorded testimony given her by 1,000,000 people.

**WITCOVER—D. D.,**
73, for the past 35 years president of South Carolina State Fair, Columbia, September 7 at his home in Darlington, S. C., after a long illness. Witcover took over as head of the fair, a private business venture, when it was in poor condition, physically and financially. However, under his direction it quickly became a profitable operation and continued to be so in succeeding years. He was a member of the board of the South Carolina Agricultural Fair and had served on the staffs of three governors. He is survived by five sisters.

**ZUCKERMAN—Larry,**
36, stock car racer known professionally as Larry Man, of Yonkers, N. Y., September 14 at the Langhorne (Pa.) Speedway. When he lost control of his car soon after the start of the 100th leg of the 250-mile Grand National Championship event. He was taken to the Nazareth Hospital near Philadelphia, where he died a few hours later

# Tokyo Mushi Mushi

● *Continued from page 3*

ian ensemble, invited by the Broadcasting Corporation of Japan, will give 13 concerts in nine cities including Tokyo, Osaka, Nagoya, Kyoto, Hiroshima, Okayama, Fukuoka, Sendai and Sapporo, with the first concerts booked at Hibiya Hall for September 1 and 2. Joseph Roisman, first violin; Jac Gorodetzky, second violin; Mischa Schnaider, 'cello, and Boris Kroyt, viola, make up the quartet

### WM. HOLDEN ON FAR EAST SURVEY . . .

Screen star William Holden, en route to Korea for a two-week tour of UN hospitsl wards, said Wednesday that he will also undertake a survey to determine the need for expanding the Far East's entertainment program. Holden will be accompanied by Lt. Cmdr. Duane C. Duke, a representative of the Armed Forcee' special services division. The screen actor represents the Hollywood co-ordinating committee which aids in sending entertainment troupes overseas. Duke will esk servicemen the typa of entsrtainment they prefer.

### MOVIE THEATERS SHUT DOWN . . .

All movie theaters in Nara prefecture said they are ready to close for an indefinits period as a protest against high picture distribution fees. Twenty - seven movie houses under the Nara prefectural Movie Theater Operetore Association have notified this decision to both the Japanese and foreign movie companies including Daidi, Sbochiku, MGM and Puramount. They say that should the present rate of picture distribution fees remain at the present high levels, they would go bankrupt.

# Ringling, Royal American Share Big Day-Date Takes

## Joplin, Mo., Turns Out in Force For Aggregations' Unique Stond

By FRANK JOERLINC

NASHVILLE, Sept. 20.—Tennessee Satate Fair this week raced far ahead of last year at its outside gate and receipts in almost all departments were keeping pace with the big upturn in attandance. Thru Wednesday (17), third day of the annual's run, official gate count totaled 82,283, compared with 42,199 to the same point last year.

Income also took a sharp upturn this year. For the first time the fair charged admission to its night grandstand show and this, combined with increased revenue from a tax-free outside gate, was helping to swell the coffers. In addition, attendance and income from the nightly society borse show, was up substantially.

The grandstand revue, booked thru Ernie Young, Chicago, pulled good turnouts all week, despite the admission charge of $1 for reserved seats and 50 cents for general admission. The show starts asch evening at 6 p m. and is over in two hours to permit patrons to attend the borse show. Despite a beavy downpour Wednesday evening (17) at 5 p.m. the show played to a sellout.

Big car auto raras, set for today (20), expected to pull their usual sellout and were bolstered by a bettern-than-ever advance sale. The speed events ara staged by National Speedways (Al Sweeney-Gaylord White).

Harness racing was the afternoon attraction all week and record entries and large crowds were the feature of this popular attraction. Nightly fireworks were provided by the Fireworks Corporation, headed by Tony Vitali.

Al Wagner's Cvalcada of Amusements, the midway attraction, was loaded with money-making potential and was sharply ahead of last year, gross-wise.

Judge C. Beverly Briley, chairman of the fair board, and L. Earl

(Continued on page 56)

# Freeland Has OK Season at Myrtle Beach

MYRTLE BEACH, S. C., Sept. 20—Alton V. Freeland reports he closed a good season Labor Day with his Jungleland bera. During the three and one-half months of operation, the spot drew an average of 450 adults daily and half as many children. Prires were $1 for adults and 35 rants for children, including taxes. Freeland also operates the Rare Bird Farm in Miami.

The local operation consisted of rare birds and animals which were turned loose in a wooded area of seven acres. Guides were available to conduct patrons around the park on sawdust paths. Freeland will return here next year. Tentative plans call for enlargement of the bear pit, monkey laland and construction of a picnic aras.

Freeland said he has signed a contract to open the Jungle Cruise at Ponce de Leon Springs, Fla., January 1, and has tentative plans to open an animal park on the Florida Keys this fall.

# Pomona Fair Debuts Permanent Fun Zone

## Bows With Eight Rides, Three Shows Augmented by Babcock Equipment

POMONA, Calif., Sept. 20.—After a fast three months of praparetion, Harry A. Illions debuted the permanent midway as a feature of the Los Angeles County Fair this week. Altho not completely ironed out, the installation draw praise in the Los Angeles dailies and from C. B. (Jack) Afflerbaugh, president and general manager of the annual 17-day event.

The Fun Zone is so far superior to anything thet we have had and it is working out very, very satisfactorily," Afflerbaugh said. "The idea is meeting with public approval. And, fortunately, this is only the beginning."

The fair decided to install its own equipment following the conclusion of the 1951 event. Afflerbaugh visited Illions' parks in Jamestown and a deal was made. Plan is to open the area as a permanent park next spring and cater to industrial picnics.

### Signs Up Concessions

Illions raprasented the fair in the signing of concessionaires. The number was raduced from 104 last year to less than 50. This veteran showman has gone all out on rides. Equipment of the Frank W. Babcock United Shows is also set up on the main midway as well as in the two Kiddielands.

Since Illions began work on the project, three buildings have been constructed and rides installed. Buildings include Magic Carpet, 8,000 square feet; Laff in the Dark, 2,400 square feet, and Crystal Maze, 1,350 sqare feet. About six other structures are contemplated.

Permanent rides include Merry-Go-Round, Sky Ride, Bozo, Rapids, Rocket Ships, Flying

(Continued on page 57)

# Tenn. State Fair Attendance, Income Takes Sharp Climb

## Night Grondstond Show Pulls Big Despite New Admission Charges

JOPLIN, Mo., Sept. 20—The biggest circus — Ringling Bros. and Barnum & Bailey—and the largest carnival—Royal American Shows—played day-and-date hera Monday (15) and each came off with top-flight business.

Ringling-Barnum played to slightly less than rapacity for the matinee, and in the evening it had a turnaway, with severel rows on the straw.

Royal American draw a hefty all-day play. A Kids' Day, lura plus business from crowds waiting for the circus, combined to give highly satisfactory grosses. The carnival's business continued strong after the circus' one-day stand erded.

The shows wera on ots across the street from each other, and the circus unloaded and loaded at a crossing adjacent to the lots. Royal American arrived earlier and was ready for the Monday tussle. Ringling played in Kansas City on Sunday (14) and had a slow 153-mile jump to Joplin.

### RB Matinee Dalayed

The first Ringling train arrived at 10:30 a.m.; the second, at 11:45 a.m., and the third, at 1:30 p.m. Because the delayed arrival was anticipated, the matinee was advertised for 3 p.m.; however, it was postponed until about 4:30 p.m.

This was Ringling's first appearanra in Joplin in 12 years. The stand was sponsored by the Joplin Rotary Club. The advanra sale was $28,000, leaving only a portion of the matinee tickets for sale on show day. The show went to Tulsa for Tuesday (16).

Royal American booked Joplin as a still date between fairs. It came from Topeka, Kan., and moved next to Oklahoma City.

Because of a shortage of spara and a layout problem, several RAS rides, including one Ferris Wheel, were left on the wagons.

Personnel of the two shows spent the day going back and forth between lots to visit and to take in the circus and carnival attractions. Frank Morrissey, formerly with Ringling and now with Royal American, raported the phrase, "I'm with it," was a ticket to either show.

Bill (Cap) Curtis, veteran circus superintendent who formerly was with Ringling and now is putting in his first season with Royal American, presided over several sessions of the visiting marathon. J. C. (Tommy) Thomas and John Staley were among other Ringling veterans now on RAS who took part in the confabs. Paul Van Pool, Joplin circus fan, also was on hand for the event.

# 20,000 See Stock Classic At Langhorne

LANGHORNE, Pa., Sept. 20—A rapacity crowd of 20,000 viewed the 250-mile stock car race presented hera Sunday (14). It was the first 250-miler staged at this track and took 3 hours and 55 minutes to run.

Lee Petty, Randleman, N. C., won the event. Bill Blair, High Point, N. C., was second, and Herschel Buchanan, Shreveport, La., third.

Larry Mann, White Plains, N. Y., died in Nazareth, Pa., hospital Sunday night from injuries received when his car overturned.

The race was a NASCAR promotion.

ONE OF THE GREATEST ARRAYS of show property in years was set up at Joplin, Mo., September 15, when Royal American Shows and the Ringling-Barnum circus played day-and-data. At upper left is the circus big top. At right is the carnival. Light towers for the midway entrance are at upper center and across the street from them is the circus Side Show. Ringling flat cars are on the tracks adjacent to the lots. Royal American left some rides on the wagons because of space limitations on the lot. Both shows won big business for the day.

# Cooke & Rose Note Best Year In Outdoor Biz

LANCASTER, Pa., Sept. 20. — Cooke & Rose wound up the most successful outdoor booking season in the history of the firm this week, acrording to Harry Cooke, partner in the talent firm.

Bookings included some 110 weeks of thrill presentations at fairs, parks, celebrations and drive-in theaters. In addition 150 datas were set for "Grend Ole Opry" acts and 24 one-day stand for Ranger Joe, TV cowboy personality.

Cooke & Rose booked a total of 37 fairs and 58 full weeks of park dates. The firm also bandled 32 full weeks of carnival and festival dates, with several one-day special dates as well. "Grand Ole Opry" acts went into 16 hillbilly parks.

NEW KIDDIE RIDES!
• PONY & CART RIDE
• FIRE ENGINE RIDE
• AIRPLANE RIDE
• ROCKET RIDE
• ELEPHANT RIDE
• SPEED BOAT RIDE
• AUTO RIDE
• MINIATURE TRAINE
KING AMUSEMENT CO.
MT. CLEMENS, MICH.

KIDDIE BOAT RIDES
KIDDIE AIRPLANE RIDE
Trailer-Mounted AUTO RIDE
KIDDIE CHAIRPLANE
ADULT CHAIRPLANE
ADULT FERRIS WHEEL
SMITH and SMITH INC.
SPRINGVILLE, NEW YORK

FOR SALE
PONY SWEEP RIDE
& PONIES
A-1 Condition
SUKER & SUKER SHOWS
1433 E. Firestone Blvd.
Los Angeles 1, Calif.

ILLINOIS FIREWORKS
WORLD'S LARGEST
MANUFACTURERS & EXHIBITORS
WRITE FOR CATALOG
Ph. 1716. P. O. Box 792, Danville, Ill.

# Talent Topics

By CHARLIE BYRNES and JIM McHUGH

**Jean Dawn**, acrobat-contortionist currently playing the Hotel Astor Roof Garden, New York, recently completed the building of illuminated stairs and a table for use during her forthcoming Southern indoor circus and fair dates . . . When **Freddie Valentina's** flying act played the recently Allegheny County Free Fair, Pittsburgh, he renewed acquaintances with his old friend, **Harry Parroff**, of high act nota . . . **Charles Kyla** presented his Flying Circus at Waterbury, Conn., Wednesday (10); Pittston, Pa., Thursday (11); Elmira, N. Y., Friday (12); Oneonta, N. Y., Saturday (13); Kingston, N. Y., Sunday (14); Greenfield, Mass., Monday (15); Portchester, N. Y., Tuesday (16), and Larchmont, N. Y., Wednesday (17)

**A/3c Jimmy Copley** has concluded his basic treining at Sampson Air Force Base, New York, and has been assigned to Special Service where he's doing a rolla bolla act. . . . **A/3c Ernest Derry** is with the 1600th Medical Group, Westover Air Force Base, Massachusetts . . . **Grace Caplar**, member of the Great Cepler, high-wire act, is in a Monroe, Wash., hospital rerovering from injuries sustained in a fall during the act's last performance at Monroe Fair. Act will continue its season

**George (Happy) Kelley**, former circus clown, has come out of retirement to play the department store circuit and has been booked for appearances in Chicago, Fond du Lac, Wis.; Peoria, Ill., and a number of other Midwestern cities. Kelley will launch his tour in Springfield, Ill., September 27, at the Young American Shop in the Orpheum Building for the National Kids' Day celebration. Sponsored nationally by the Kiwanis International, Kelley was the subject of a recent column, "Making Conversation," written by **J. Emil Smith** publisher of The Springfield Daily. M. Shapiro and Associates, Decatur, Ill., are bandling Kelley's tub thumping campaign.

Visiting with tha **Roy Romas Troupe**, flying act, while playing the recent New York State Fair, Syrecuse, was **Frank B. Joerling**, of The Billboard St. Louis office. Act is set for a date at Madison Square Garden, New York, and with TV's "Super Circus" in Chicago and then goes south for indoor circuses and fairs.

**Charles and Peggy Klein**, comedy duo, recently played the Blytheville, Ark., fair and info they are again set for the State Fair of Texas, Dallas. Following the big expo they will join **Johnny Andrews** to play several Shrine circus dates.

**Mamta Cody**, woman knife tosser, is scheduled to make a video appearance October 12 on Art Baker's "You Asked for It" program, which originates from Hollywood. The data was set by **Harry Rose**, of Cooke & Rose Theatrical Enterprises, Lancaster, Pa. . . . **Francine and Rita Rose**, juvenile jugglers, were set to make a return appearance on the "Baths of the Ages" video stanza Saturday (20).

Talent at the Allegan, Mich., Fair included **Cole Bros.'** elephanta; **Larry Griswold; Low, Hite and Stanley; Nobla Trio, Beckett's Aerial Act, Les-Rons, Singing Commanders, Mary Bathel**, and **Brumley's Border Collie Dogs**. Show was set by Barnes-Carruthers.

**Joe Lemka**, who has the chimp act on Polack's Western unit, writes that he has recently added a new dance routina to his act with two of his chimps tripping the light fantastic. **Nison**, iron jaw trapeze, is skedded to appear on ABC-TV's "Tootsie Hippodrome" Sunday (21). She replaces **Francis**, the mule, and **Sunset Carson**, who were originally set for tha data.

**Mia and Matli**, contortion acrobats, have been signed for the October 5 "Super Circus" television show from Chicago. Also inked by **Vic Brown** are **Blackie** the comedy horse, and **Toscanalli**, juggler.

Personnel with **Larry Sunbrock's** combination thrill show, rodeo and circus includes **Roy Simpson, Peggy Ann, Hank and Dol Keenan: Fred, Edith and Chip Clancy: Jerry, Gail and Slacia Lee: Bobby Boultar, Peta Billings, Frankia Lane, Felix Morales** and **Bozo the Clown**.

**Capt. Roy Bimms**, high act; **All-American Boys**, trampoline and acro; **Josh and Lillia Kilchum**, horses and mules, and **Capt. George Farguson** with dogs and ponies, were featured acts at the recent Dayton, O., celebration in Sucher Park... **Kaytatta**, high act, played the recent Hoopeston, Ill., Sweet Corn Festival. . . **Aerial Snyders**, high pole, will be the outdoor attraction at the Mitchell, S. D., Corn Palace.

**Great Mustafa** played the State Hospital, Elgin, Ill., recently for the Charles Zematar office; Redwood Falls, Minn., September 5-6 for Barnes-Carruthers; the Coldwatar (Mich.) Fair, September 11-13, for Zemater, and the fall celebration, Terre Haute, Ind., September 15-20, for tha Joe Spencer office.

## Schindler Killed In Allentown Race

ALLENTOWN, Pa., Sept. 20 — Bill Schindler, of Freeport, Long Island, who has been driving with Sem Nunis for 28 years was killed this afternoon during an AAA race at the Allentown Fair. A wheel from the car preceding Schindler hit Schindler's car and the car struck a tree. Schindler was decapitated. The 43-year-old Schindler had competed in the Indianapolis 500-mile speedway race and last year finished second in the East Coast AAA championships.

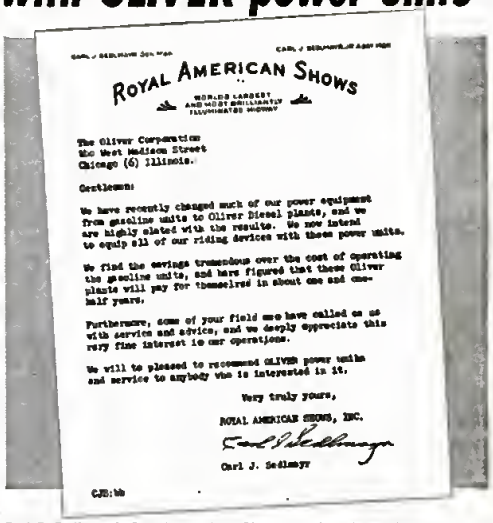
Driver of the car from which the wheel was thrown was Paul Becker, of Palmyra, Pa. Russell Behney, of Allentown, a fair employee, was injured but not seriously. About 20,000 saw the accident.

After a 90-minute delay during which acts where provided to calm the crowd tha other six races were run off.

## Tampa Trade Show Sets 6-Day Run

TAMPA, Sept. 20.—Greater Tampa Merchandise Show will open its six-day run here October 21, Gean Berni, former outdoor showman and executive director of the event, announced. Two stage shows daily are scheduled as attractions, along with nightly door prizes. Close to 60,000 square feet of floor space will be used by exhibitors.

"We now intend to equip all our riding devices with OLIVER power units"


ROYAL AMERICAN SHOWS
WORLD'S LARGEST AND MOST BRILLIANTLY ILLUMINATED MIDWAY

The Oliver Corporation
400 West Madison Street
Chicago (6) Illinois.

Gentlemen:

We have recently changed much of our power equipment from gasoline units to Oliver Diesel plants, and we are highly elated with the results. We now intend to equip all of our riding devices with these power units.

We find the savings tremendous over the cost of operating the gasoline units, and have figured that these Oliver plants will pay for themselves in about one and one-half years.

Furthermore, some of your field men have called on us with service and advice, and we deeply appreciate this very fine interest in our operations.

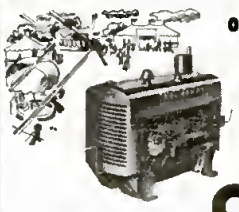
We will be pleased to recommend OLIVER power units and service to anybody who is interested in it.

Very truly yours,
ROYAL AMERICAN SHOWS, INC.
Carl J. Sedlmayr

CJS:bb

Carl J. Sedlmayr's Royal American Shows can handle the largest crowds smoothly and *safely* because the layout is well managed and *well equipped*. For example, RAS choice of OLIVER power units for their rides. That means *dependable*, smooth-flowing power supply, economy in operation and maintenance, and fast service of repair parts are needed.

Get the facts about the advantages of OLIVER power equipment. Write The OLIVER Corporation, 400 West Madison Street, Chicago 6, Illinois.



OLIVER "166-D" Diesel Engine

Model shown develops up to 31 hp. Other models develop 48.5 and 59 hp. respectively. Send outline of your requirements—number, type and size of rides, etc. OLIVER Engineering Service will send a detailed recommendation. Write today to OLIVER *Engineering Service*, 400 W. Madison St., Chicago 6, Ill.

OLIVER
"FINEST IN FARM AND INDUSTRIAL MACHINERY"

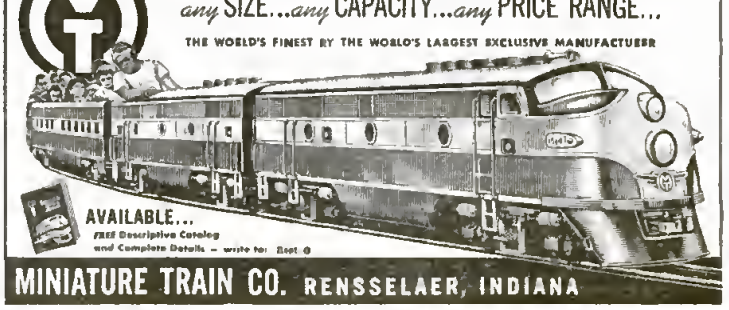
The World's Greatest Amusement Rides Bear the Name ALLAN HERSCHELL
KIDDIE RIDES: MERRY-GO-ROUND, SKY FIGHTER, LITTLE DIPPER, KIDDIE AUTO, BUGGY, BOAT AND JEEP RIDES, ALSO MAJOR RIDES. Write for literature.
ALLAN HERSCHELL COMPANY, Inc.
North Tonawanda, N. Y.

The TILT-A-WHIRL Ride
'Best Buy in Rides Today'
★ Very Popular and Profitable
★ Good Looking ★ Good Quality
★ Well Built ★ Economical
and What a ★ Repeater!!
SELLNER MFG. CO.
Faribault, Minnesota

Advertising in the Billboard Since 1904
ROLL or FOLDED TICKETS GAY & NIGHT SERVICE SPECIALLY PRINTED
CASH WITH ORDER PRICES — 10M, $10.50 — ADDITIONAL 10M'S AT SAME ORDER, $2.50
Above prices for any wording desired. For each change of wording and color add $3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.
STOCK ROLL TICKETS 2 ROLL ..... $1.50 EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Pat. Tax. Have Short Name of Place, Established price, Pat and Num. Made in Consecutively Numbered from 1 up or from your Last Number

LOOK! PARKER DOES IT AGAIN
We have added another model to our famous Baby "Q" Jumping Horse Carry-Us-Alls. Our new SUPERIOR 32 FOOT TEEN AGER MODEL is more elaborate, has more flash and more equipment. Ideal machine for road and Kiddie Lands. Time sales arranged. We trade. Prices start at $5,750.00. For particulars phone, wire or write
C. W. PARKER AMUSEMENT COMPANY.
Leavenworth, Kansas, U. S. A.

MINIATURE TRAINS for EVERY LOCATION
any SIZE...any CAPACITY...any PRICE RANGE...
THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTUERR


AVAILABLE...
FREE Descriptive Catalog and Complete Details — write to: Dept. O
MINIATURE TRAIN CO. RENSSELAER, INDIANA

**3000 BINGO**

No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 36 cards, $3.50; 50 Cards, $4; 75 cards, $4.50; 100 cards, $5.50. All cards from 100 to 5000 @ $3 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, $1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ $4 per 100. DOUBLE CARDS, No. 1 size, 5½x14½, 100 on

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, $3.50

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, $1.25. In lots of 1,000, $1 per 100. Calling Markers, extra, 75¢.

Set Numbered Ping Pong Balls ..... $12.00
Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Slips (strips of numbers), Per 100 ..... 1.50
Middleweight Cards, 5½x7½, White, Green, Red, Salmon, Yellow. Per 100 ..... 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 5x6. M ..... 4.00
Plastic Markers, Red or Green, round or square, ¾" diameter, M ..... 2.50
Scalloped Edge, Green only, M ..... 3.00
Smaller Size, ¾" diam., Red or Green Plastics, M ..... 1.00
Adv. Display Posters, size 24x36 Ea. .10
Cardboard Strip Markers, 10 M for .75
Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for Thin, Transparent Plastic Markers. Brown, 9½ inch. Per M ..... 10.00
Featherweight Thin Bingo Sheets, Size 9½x8, very large numerals, 5 colors, loose, not tabbed M ..... 1.00
Round white N.J. Cardboard Markers, 2 sizes; ¼ inch diam. 1800 to lb., larger size, ⅝ diam 1000 to lb. Either size, lb. ..... 2.25
Capitol Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight 100 lbs. ..... 65.00
Send for illustrated circular for 140.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**
923 S. Dearborn St. Chicago 5, Illinois

**JOHN BUNDY**
Formerly With
HAUSS-STANDARD CHEVROLET CO., NOW PRESIDENT AND GENERAL MANAGER
YOUNG-BUNDY MOTORS, INC.
CHRYSLER-PLYMOUTH AGENCY
Several Models and Makes of
NEW AND USED TRUCKS
"SPECIAL FINANCE PLAN FOR SHOWMEN"
YOUNG-BUNDY MOTORS, INC.
806 St. Louis Ave., East St. Louis, Ill.
Phone: Bridge 5313

**Shooting Galleries**
And Supplies for Eastern and Western Type Galleries. Write for new catalog.
**H. W. TERPENING**
137-139 Marine St. Ocean Park, Calif.


## BOOK REVIEW: "FAIR MANAGEMENT"

# Major Lohr Provides Guidebook For Future Gigantic Expositions

CHICAGO, Sept. 20.—Maj. Lenox R. Lohr has come thru with still another contribution to the fair movement. This time it is a book titled "Fair Management," which, while a history of Chicago's successful "A Century of Progress," actually was written as a guidebook for future large-scaled expositions.

To planners of such expos, the 28-chapter, 300-page book should prove a sound tool in most respects. In it, Lohr sketches such management phases as organization, finances, architecture, landscaping, lighting, exhibits, concessions, operetions, maintenance, revenue control, promotion and publicity, legal aspects, building construction, utilities, services, and even demolition.

**Cites Many Problems**

The author, who managed the Chicago fair in '33 and '34, presets no set formulas or secrete for successful fair operation. Instead, he indicates the range and complexity of the problems thet go into the staging of a huge exposition. The outline should be of considereble value to planners of big fairs to come.

Lohr emphasizes thet each fair is unique with problems of ite own. "Decisions must be based on a determination and evaluation of each factor affecting the particular fair under consideration," he pointe out.

There are, however, certain basic principles that apply whether it be a world's fair, a county fair, a trade show or a museum, be maintains.

**Plays Down Show Biz**

Lohr in addition to managing the "Century of Progress" was president of the Chicago Railroad Fair in 1948-1949. He has headed the Chicago Museum of Science and Industry here for over 12 years, is now directing the current Centannial of Engineering here.

Thru the years, Lohr has showed a marked disinclination to give due credit publicly to sure-fire show business attractions for their proper share in the success of "A Century of Progress." Perbeps this stems from his background as a museum director or from a hypersensitive public relations sense.

In his book he reflects this. He fails, for instance, to give just credit to Sally Rand, yet it was the fan dancer who contributed mightily to the Chicago fair's success. By the same token, it was the Chi fair which made Sally's name a household word thruout the nation.

Unfortunately, this play-down of sure-fire show business formulas detracts from an otherwise sound guide to successful fair management.

The book, priced at $4.50, was published by Cuneo Press, and is available at the Museum of Scienre and Industry, Chicago. Proceeds from the book will go to the museum.—HERB DOTTEN.

# More Farm Cash For Amusement

WACHINGTON, Sept. 20.—More farm cash for amusemant spending will be available this year, according to this week's Agriculture Department farm income report showing thet farmers received around $18,900,000,000 from marketings the first eight months of this year, 3 per cent more than in the corresponding period last year.

Approximately 5 per cent more farm products were sold this year but prires on the whole were somewhat lower. The department estimated total August cash rereipte at $2,900,000,000, 3 per cent above July but 9 per cent lower than those the same month of the previous year.

# Portland Expo Reveals Plans For New Bldg.

PORTLAND, Ore., Sept. 20.—The Pacific International Livestock Exposition is taking part in negotiations that would result in surrender of ite 42-acre plant and assete toward the construction of a multi-billion dollar sports and convantion center in North Portland, The Billboard learned this week.

T. B. Wilcox, livestock expo chairman, said the '52 event will operate as scheduled, October 4-11, but that if the deal goes thru, the exposition would be abandoned for at least a year.

Key to the new development is the outcome of negotiations for a 10-year lease of the PIL building and properties to the U. S. Air Force for use as a materials depot.

Wilcox acknowledged thet a meeting had been held with the city council regarding the city's share in the proposed sports center but said be considered announrement of the program as premature. Disclosure of tha impending deal resulted from Portland University contracting the Ice Arena here for its 1952-53 basketball schedule. Last year the university used the PIL arena and bed ila best financial season.

**Rental Basis**

Negotiations with the Air Force are based on a $144,000 annual rental with occupancy of the property November 1. Than assets of the PIL would be turned over to the new sports center.

The proposed new arena would be in a 640-acre tract, built by the city and would accommodate the annual livestock expo, basketball, ice shows, conventions and possibly baseball games.

The city council's enthusiasm for the project was indicated by Commissioner Ormond R. Bean, who has organized an exreutive committee to perfect the plan.

The PIL suspended expositions during World War II, when the 11-acre building was used by the government, first as a Japanese internment camp and later as an Army storage depot. It was built in 1924.

# Portlond Expo Inks Rodeo Org

PORTLAND, Ore., Sept. 20.—Pacific International Livestock Exposition has contrected Christenson Brothers, Eugene, Ore., to supply stock for the rodeo at this year's expo October 4-11.

According to Walter Holt, expo's manager, the PI is returning to a tried and proven entertainment formula of a rodeo and horse show after an unsatisfactory experiment in '31 when a historical pageant was presented. The rodeo will be steged in the arena, three matinee and eight night performances.

Tha Royal Canadian Mounted Police military drill team also will give 11 performances during the shaw.

# Ice Capades of 1953

• Continued rom page 48

with a beautiful figure-solo in a stunning production number, titled "Lamps for M'Lady."

There are ample additional exrellent contributions. Alan Konred and Helen Davidson start the skill department off with a bang in the handsome opener "Temple of Buddha." Mary Lou Landreville adds more as the bellerina of "Air de Ballet." Glory Piller and John Curtin duo splendidly in a blade acro-adagio with Apache dence overtones. Ginny Baxter is also a wonderfully gifted youngster both in production numbers and on her own. Ruby and Bobby Maxson, billed as "The Young Smoothies," stop tha show with an eye filling waltz routine and those vet "Old Smoothies," Orrin Markus and Irma Thomas run them a close second in popularity.

**Comedy**

For comedy, thera are the Maxwells to do extraordinary hand balancing on skates, using slow motion technique for laughs, and winding up with the old tretering tebles routine for a solid finish. Larry Jackson and Bernie Lynam add some really amusing and original ice-clowning as a pair of ballet buffoons, and Esco Larue, Peggy Buer and Joseph Setta contribute some more nonsense that sells well with the customers. For novelties there are a fem juggler named Trixie, Hugh Forgie and Stig Larson with a top-notch exhibition of bedminton on ice and Charlie Slagle, just to show that stilt skating still has a vogue

The show boasts four ooiorful production numbers, but what will sell it best is tha first stanza finale, a tab version of the musical "Brigadoon." As far as this reporter can remember, this is the first time a condensed legit song-and-dancer has coma to town in an ice spectecle, tho Harris has included several in his hinterland editions over the past years, Whoever is responsible for its ice adaptation deserves a bow. It is cut to simple, easily followed proportions. The story is clearly told in recorded dialog and song which actually seems to oome out of the performers' mouths, and, of course, the music is as delightful as ever. John Butiar has ceught a fine Scottish flavor for his dances. Sonya' Kaye and Bobby Specht are the Fiona and Tommy of the book, and Ginny Baxter is tha little sister who gets married. They, the rest of the cast and huge ensemble add up to one of the most charming interludes this reporter has ever seen on ice.

**Too Short Stay**

In sum, "Ice Capades of 1953" has everything it takes, color, taste and imagination. Billy Livingston's costumes are eye-fillers. Chester Hale and John Butler beve devised dance patterns for the ensemble which are so good they seem new, and that is something for an ice show. It's too bad the 1953 edition can't stick around longer.

Bob Francis.

# AGENT, ANNUAL SIGN CONTRACT FOR 43d YEAR

HART, Mich., Sept. 20.—Ethel Robinson, Chicago booker, has set a probable record by supplying talent to the Oceana County Fair here for 42 consecutive seasons. Since 1910 she has had the fair's contract, and immediately after the annual's 1952 run (3-5), Manager George W Powers drew up the contract for next season—the 43d to carry the Robinson signature.

# Scott, Winters Unit to Play Auds, Stands

OKLAHOMA CITY, Sept. 20—Ramblin' Tommy Scott, hillbilly musician and King recording artist, with James Allen Winters, circus staffar, will launch the Tommy Scott Show at Amarillo, Tex., Monday (22).

The show will make one-day stands thru the Midwest. It will play in front of the grandstand at the Tri-State Fair in Amarillo, latar will switch to auditorium-arena a >earances, and next April will return to outdoor stadium and grandsland dates.

Winters said that the show would feature Scott; Ray Whitley, cowboy singer and composer; Curley Williams, Columbia recording artist and composer, plus 20 in a supporting cast. Three circus acts will be included, among them the Sanchez Family, trampoline. Production will be billed as a hillbilly jamboree and circus revue.

**With Davenport Shows**

Scott formerly was with Ben Davenport circuses, where he had the concert. Winters recently cesigned a position as vire-president of Davenport's Wallare Bros.' Circus. On the staff will be Angela A. Winters, Frankie Scott, J. J. Collins, general agent, John Stuerke, contracting agent, Mr. and Mrs. Charlas R Mason, press, J. F. Shafer, promotion manager, Frank Billings and Dee Johns.

All dates will be played under auspices ith promotion and advence ticket sales. New rolling stock to transport the show is being built, Winters stated.


**GIANT Popcorn PROFITS**
with a
CRETORS Giant
MODEL 41 POPPING UNIT

Pops 2 lbs. of raw corn per charge. Burns Natural, Manufactured, or Bottled Gas (Gasoline equipment optional at extra cost). Makes any location a top profit-earner. See your nearest Authorized CRETORS Service Dealer for full information, or write direct to Dept. B

CRETORS
CRETORS Popcorn Machines Have Been Built in Chicago, Ill. by Skilled Craftsmen Since 1885

**PEANUTS - POPCORN - SUPPLIES**
TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes — Complete Line of Supplies — Midway Marvel Candy Floss Machine— Snowflake Snow Cones — All Makes Ice Shavers—Star Popcorn Machines — Cotton Candy Cones — Candy Apples Equipment & Supplies — Fresh Roasted Peanuts — Attractive Circus Bags — Candy Floss Supplies. SEND FOR FREE CATALOGUE!

**CHUNK-E-NUT PRODUCTS CO.**

| VIC ZINDA | TED VINES | ED BERG |
|---|---|---|
| 231 N. Second St. | 2908-14 Smallman St. | 1261-63 E. Sixth St. |
| Philadelphia 6, Pa. | Pittsburgh 1, Pa. | Los Angeles 21, Calif. |

**CIRCUS SUPPLY AND HARDWARE CO., INC.**
PHONE: RINGLING 4-1643 P. O. BOX 691 SARASOTA, FLORIDA
Mfrs. of Show Equipment of All Kinds.
Performers' Rigging, Props, Supplies, Wire Rope Splicing, Trapez, Rings, Swivels, Seamless Covered Spanish Webs, etc. Concession Equipment built and repaired. Cotton Candy Machines, new. All makes rebuilt. Phone calls night, Sat and Sun.: Ringling 5-8811. SPOTS GILLETTE.

ARE YOU GETTING CLIPPED?
Luce Press Clipping Bureau is now the largest in the country. Our LUCE offices are ideally located to insure prompt saturation coverage of big city and grass roots newspapers, dailies and weekly, national consumer and business publications—every periodical you use.
Write for Details of This New, Low-Cost Service
LUCE PRESS CLIPPING BUREAU
(Thomas Street, New York 6, N. Y.
104 W Linwood Blvd Kansas City Mo.

**Publicity and Promotion Man Available**
For Winter Season.
Especially Experienced in Auto Racing Field.
**BOX D-250**
c/o The Billboard Cincinnati 22, O.

From Coast to Coast—All Over America Millions of People Are Playing
MINIATURE GOLF
ON
ARLAND
Designed and Built MINIATURE GOLF COURSES
ARLAND
100 Broadway Ave., New Hyde Park, N. Y.

**WANTED**
Gas Driven Midget Auto Speedway Cars
**BOX D-249**
c/o The Billboard Cincinnati 22, O.

Sani-Serv DIRECT DRAW DAIRY FREEZER

WRITE FOR FREE INFORMATION
GENERAL EQUIPMENT SALES, INC.
902 S. WEST ST. — INDIANAPOLIS, IND.


# Webers Ready Flamante Unit

NORTH HOLLYWOOD, Sept. 20.—Herbert and Chatita Weber will open their Gran Circo Flamante for a 10-week tour, starting at Fresno. The show is now in quarters here and the Webers are in Mexico to acquire new acts and new equipment.

The Webers recently returned from a tour of the Orient with E. K. Fernandez and have played several Montana fair dates. Their own show will move on about 10 trucks and trailers and will use an 80 with three 40s.

# R-B to Close November 22

MIAMI, Sept. 20.—Ringling Bros. and Barnum & Bailey will end its season November 22 here, it was announced this week.

Polack Bros.' Eastern unit is scheduled to close at Baltimore with an eight-day stand, ending November 8. The Western unit is booked thru December 7.

Al G. Kelly & Millar Bros.' Circus is expected to close its season in the Southwest on November 2. King Bros. & Cristiani Circus is being booked into late November.

# Out in the Open

**Jack Beck**, business manager of the Joie Chitwood Auto Daredevils, was a recent Chicago visitor where he huddled with **Earl Newberry**, Midwest operator of Chitwood units. Beck was en route to Philadelphia from Denver, where he caught the Western unit on Labor Day.

**Marie Mc wigan**, sister of **A. B. McSwigan**, top man at Kennywood Park, Pittsburgh, has her eighth children's book published last month by E P Dutton Company. Miss McSwigan had previously uthored "Snow Trea ure."

**Lloyd Cunningham**, manager of the Iowa State Fair, Des Moines, this week said the broad pulling power of this year's expo was best indicated by registration figures at one of the meat exhibits on the grounds. The registratioo shewed visitors from 674 cities and 25 States.

**The Mineola, N. Y.,** fair is featured in the September issue of the Eagles National Magazine. A photo of the fair graces the front cover while a three-page illustrated article describes the operation and its various attractions.

**Eastern States Exposition**, West Springfield, Mass., is spreading its story with a new six-page slick paper news type publication that is being circulated to 5,000 exhibitors, press and radio representatives in the New England States, New York, Pennsylvania, New Jersey and Delaware. The publication will be sent out quarterly, according to **Jack Reynolds**, who is serving his first year as manager of the big Massachusetts expo.

**Sam H. McCormick**, president of the Miami Orange Bowl Committee, has announced that rolling set piece fireworks will replace the stationary variety at this year's New Year's Day celebration. The mobile pyro displays will move the length of the field from the end zones and will release more than 30,000 seats on one side of the stadium, which were formerly blocked out by the stationary set pieces. Thearle-Duffield Fireworks, Inc., Chicago, will again produce the displays.

**L. H. (Doc) Firestone**, Flint (Mich.) Park manager, was in charge of the daily parade on the grounds at the Michigan State Fair. In addition to other duties he worked in clown make-up on the closing day.

**Kate Aiken**, director of women's activities at the Canadian National Exhibition, Toronto, has resigned after being associated with the big expo for nearly 30 years. Mrs. Aiken joined the CNE staff in 1923 and has seen the Women's Division grow from a small collection of quilts and handiwork to one of the largest and most popular sections of the fair.

**R. L. Thornton**, president of the State Fair of Texas, Dallas, Wednesday (3) gave a dosent explanation of Dallas' phenomenal growth as a city in recent years. "The country boys," he said, "came to town to see the State Fair liked it, and stayed."

**Georga Thornton**, who at 75 is probably the oldest performing midget in the United States, recently signed to play "Grumpy" with "Snow White and the Seven Dwarfs" traveling show on a 30-week tour. George plans to buy a farm and retire after this year.

**Mrs. Mary Gardner** is in Wadsworth Veterans' Hospital, Sawtelle Building, Los Angeles, and will remain there for about six weeks. She'd like to read letters from friends.

**Art Briese** of Thearle-Duffield Fireworks, Inc., Chicago, and wife, **Hertha**, left Chicago this week for the Central Washington Fair, Yakima, where T-D will provide the pyro displays. The Briese's will leave from Yakima for the State Fair of Texas, Dallas, with a stop-off planned at **George Whitney's** park at San Francisco.

**Fred H. Phillips** did a notable job publicizing **George A. Hamid** graodstand features during the recent Fredericton (N. B.) Exhibition. In the space of four days he secured streamer-type features in The Daily Gleaner on Hamid; **Joe Hegbes**, Hamid's field representative; **Karl Rhoda**, band leader, and **Bill Lynch**, carnival operator at the fair.

With the outdoor booking season at an end for his firm, **Harry Cooke**, of Cooke & Rose, Lancaster, Pa., reports that he will leave Wednesday (24) for California on a combination business-vacation trip. He hopes to sign Western acts for next season. He expects to be gone two months. . . **Ben S. Allan**, Posters, Inc., postponed his vacation a week so as to take in the heavyweight championship fight between **Joe Walcott** and **Rocky Marciano** in Philadelphia Tuesday (23). Ben reports that his printing firm registered a 32 per cent increase in business over last year.


THE NEW SUPER DELUXE

The candy floss machine you will eventually buy, so why not start out with the BEST? You get a spinnerhead that is Different and works like magic. New style bowl—different and larger brushes, holders, spindle, smooth running. Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers—Send your machine in now for check-up.

ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Avenue Nashville 4, Tenn.

Headquarters for
• RAW POPCORN • SEASONING
• SUPPLIES • CRETORS POPPERS
FARMER BOY
CORN & EQUIPMENT CO.
CHICAGO 60 E. 13th St. NEW YORK 352 W. 44th St.
DETROIT, 2132 Cass Ave.

*Multiplex Faucet Co. Serving the Trade 47 Years*
a 3½¢ Profit or a 5¢ Sale! with a Multiplex
ROOT BEER BARREL
FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.
Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit. Capture volume business and profits with Multiplex.
Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.
Also 17, 45 and 60 Gal. Barrels with Two Faucets for two different drinks.
Other Dispensers for COCA-COLA ORANGE CRAPE, DR. PEPPER, GINGER-ALE, PEPSI-COLA VERNORS and Root Beer for HIRES, RICHARDSON ROCHESTER, BUCKEYE, DAQ'S, LYONS, CANADA DRY, TRIPLE AAA, MENLO, BOWEYS, HUNTER, NESBITTS.

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.

POPCORN • CANDY COTTON CANDY APPLES • SNOWBALLS DRINKS • FROZEN CUSTARD
POPPERS has the most complete line of equipment and supplies for concessionaires. Get everything from one source . . .
POPPERS SUPPLY CO., INC.
OF PHILADELPHIA
1211 N. Second St., Phila. 22, Pa. • GArfield 6-1616
Distributor for Gold Medal Products

BUYING A NEW FLOSS MACHINE!

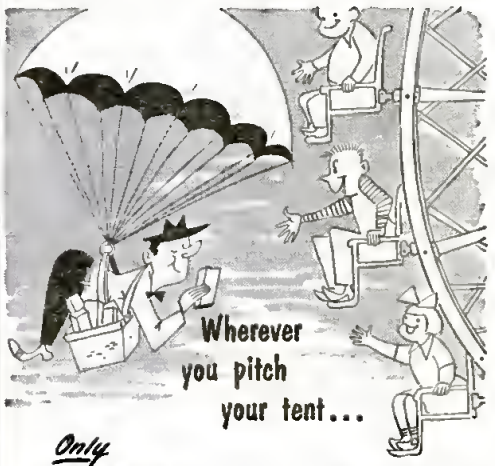
Then be sure you get the new WHIRLWIND, the only vibrationless Cotton Candy machine made. All floss machine headaches are eliminated with the Whirlwind—there is no other machine even close to it when it comes to production ease of operation and freedom from breakdowns. You will buy the Whirlwind some day, so why not buy it first and save money. Remember—it is guaranteed to please you or you get your money back.
GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

ONE STOP SERVICE
POPCORN MACHINES FLOSS MACHINES
BOXES BAGS OILS COLORING SUPPLIES REPAIRS
EVERYTHING FOR THE CONCESSIONAIRE
CONCESSION SUPPLY COMPANY
3916 SECOR ROAD TOLEDO 13, OHIO

KEEP POSTED on the OUTDOOR FIELD
Read THE BILLBOARD EVERY WEEK

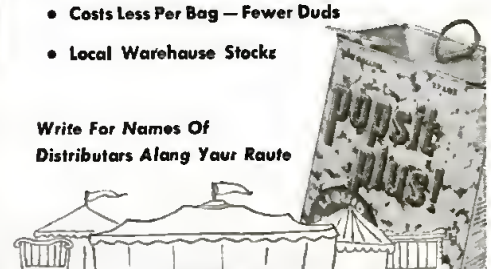
Concessioners, pitchmen bookers, performers, game and ride operators, manufacturers and suppliers of all kinds—you need The Billboard every week to get all the important, timely news of the outdoor amusement field.

SAVE MONEY—MAKE MONEY
Subscribe Now to The Billboard
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes ☐ Please send me The Billboard for one year at $10
Foreign rates upon request. 760
Name .....
Address .....
City ..... Zone ... State
Occupation .....




Only popsit plus MAKES POPCORN LIKE THIS!
• Real Butter-like Flavor and Aroma
• Liquid in all Weather . . . Easier to Measure
• No Need to Pre-heat
• Gallon-size Can Easy to Handle and Carry
• Costs Less Per Bag — Fewer Duds
• Local Warehouse Stocks

Write For Names Of Distributors Along Your Route

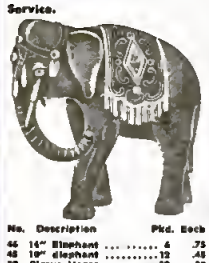



popsit plus!
Made by C. F. Simonin's Sons, Inc. Phila. 34, Pa.
POPPING OIL SPECIALISTS TO THE NATION

CONCESSIONERS—ATTENTION
Don't have trouble getting located in the big Autumn and Fall Fairs and Carnivals because your line will be overcrowded. Handle a terrific and profitable chip line which is controlled to the sales potential. You can operate with our real cheese and bacon flavored chips—NOT potato chips—in a 2-second deep-fat frying operation where taste, flavor and flash demand fast turnover. Drop a 2c postcard for full information to your nearest address. NOW!
MR. O. SILASHKI 25 E. Mapledale Ave. Akron 1, Ohio
THE BIG 4 CO. 1745 Front St. Cuyahoga Falls, Ohio
MR. H. J. KUHNS 1825 Linden St. Allentown, Pa.

START YOUR FAIRS with DE LUXE PLASTER . . .

No Order Too Large—No Order Too Small for DeLuxe One Day Service.



| No. | Description | Pkd. | Each |
|---|---|---|---|
| 46 | 14" Elephant | 4 | .75 |
| 45 | 10" Elephant | 12 | .45 |
| 53 | Circus Horse | 12 | .30 |
| 63 | Majorette | 12 | .30 |
| 64 | Kid Mare | 12 | .30 |
| 42 | Shada | 12 | .30 |
| 67 | Sitting Pig | 12 | .30 |
| 34 | Bull | 12 | .30 |
| 45 | Elephant | 12 | .30 |
| 12 | Sport Girl | 12 | .30 |
| 18 | Clown | 12 | .30 |
| 16 | Cowboy | 12 | .30 |
| 14 | Crucifix | 12 | .30 |
| 21 | Shoba With Plume | 12 | .50 |
| 30 | Circus Horse | 48 | .12 |
| 74 | Lamb | 48 | .12 |
| 61 | Sailor | 48 | .12 |
| 28 | Bison | 48 | .12 |
| 20 | Shie | 48 | .12 |
| 75 | Zebrette | 48 | .15 |
| 72 | Bear | 48 | .15 |
| 71 | Baby | 48 | .15 |
| 73 | Pig | 48 | .15 |

Never has there been better Plaster manufactured, finished and carbed as these giftes.

We Can Give You Immediate Delivery.

WRITE FOR FREE CATALOG

State Your Business and Save Time. 25% Deposit, Balance C.O.D.

WISCONSIN DE LUXE COMPANY
1902 No. 3rd St Milwaukee, Wisc



MAKE MORE MONEY!
• 1952 Midway Marvel •
FLOSS MACHINE
only $295
MONEY BACK GUARANTEE

EXCLUSIVE! Built-in Voltage Regulator

6-E 1/3 h.p. Sealed Motor • Aluminum Pan
CHUNK-E-NUT PRODUCTS COMPANY
Phila. 6 Pittsburgh 1 Los Angeles 21



TENTS
ALL SIZES—ALL TYPES
Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY

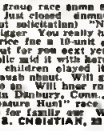
S. T. JESSOP GEO. W. JOHNSON
UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870



SERVING SHOWMEN IS MY BUSINESS . . .

FOR OVER 29 YEARS SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

CHAS. A. LENZ
The Showman's Insurance Man



1492 Fourth St., N. St. Petersburg, Fla.
Phone: 7-5914



MANUFACTURERS! NOW IT'S UP TO YOU

This sensational, new group race game enjoyed wonderful reception at the Topsfield fair in Massachusetts but closed dismuss candy man known from coast to coast for 28 years says (without solicitation) "Never have seen anything like it anywhere. Flash it up. Make it bigger. You really have something different." A shrewd operator says "What's your price for a 10-unit game?" An experienced concessionaire says "I'll take this game out for you next year or your agent. I know I can make a good week's pay." The public said it with hard cash. People from 4 years to 4 were played it. Men, women and children played it. It's a race that the PLAYER can watch. It's a race that they laugh about. Will grant rights to manufacture to the best offer. Patent has 17 years to run. Will hear rough working model open for business at the Great Danbury Fair in Danbury, Conn., Sept. 20 to Oct. 5 inclusive. Come and see it. The new, fascinating "Treasure Hunt" race. NOTE Toy manufacturers! This game can be made in miniature for family use. Write

JOHN S. CHRISTIAN, 28 Everett St., Allston 34, Mass.


# Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

Adams Expo (Fair) Lufkin, Tex.; (Fair) Marshall 29-Oct 4
American Beauty (Fair) Neosho, Mo.; (Fair) Aurora 29-Oct 4
American Eagle Duluth, Minn.; Expora 29-Oct 4
American Midway Corsicana, Tex
Amusement Co of America (Fair) Laurel, Miss
A. M. P. Damascus, Va., (Fair) King, N. C., 29-Oct 4
Bancock United (Fair) Pomona, Calif
Baker United Boswell fair, Roann 29-Oct 4
Beam's Attrs (Fair) Farmville, Va.; (Fair) Amherst 29-Oct 4
Bee's Old Hellbilly (Fair) Stanton, Ky.; (Fair) Beattyville 29-Oct 4
Bernard & Barry (Fair) Tillsonburg, Ont., Can., 23-28; (Fair) Caledonia 30-27; (Fair) Kingston 29-Oct 4
B & H Sally, S. C. Hampton 29-Oct. 4.
Big State (Fair) Centerville, Tex., 29-Oct 4
Blue Grass (Fair) Memphis Tenn., 16-27; (Fair) Carthereville, Mo. 29-Oct 4
Blue Ribbon Greenville, Tex.; Haskell 29-Oct 4
Boggs, d C (Fair) Okmulgee, Okla
Brown-Wallace Hattiesburg, Miss., (Fair) Columbus 29-Oct 4
Bryden-Thomas Memphis Tenn.; (Fair) Dallas, Tex., Oct. 4-19
Burdick Greater (Fair) McGregor, Tex
Burke Attrs (Fair) Iberia, La., 23-28; (Fair) Amite 29-Oct 9
Burkhart Manette Ark
Cassel City Southern Pines, N. C.; Aberdeen 29-Oct 4
Cadillac City (Fair) Lawrenceville, Ga.
Calliett Greater Chanute, Kan.
Cavalcade of Amusements Corinth, Miss.; (Fair) Meridian 29-Oct. 4
Central Am Co (Fair) Whitakers, N. C., Jackson 29-Oct. 9
Cetlin & Wilson (Fair) Richmond, Va.; (Fair) Atlanta, Ga., Oct 9-11
Cherokee Am Co (Fair) Parsons, Kan., 29-29; (Fair) Nowata Okla., 29-27.
Coleman Bros (Fair) Stafford Springs, Conn
Cratts Expo North Sacramento, Calif.
Cratte 20 Big Yoke City, Calif., (Fair) Fresno Oct 2-12
Cumberland Valley (Fair) Winchester, Tenn (Fair) Dalton, Ga., 29-Oct. 4
Dan-Louis (Fair) Brandenburg, Ky., 29-27; (Fair) Hart County Oct. 1-4
Dees, James N (Fair) Newport, Tenn.; Lavonia, Ga., 29-Oct 4
Dumont (Fair) Zebulon, N. C., (Fair) Enfield 29-Oct. 4
Evans United (Fair) Staver, Mo., 29-27
Ferris Carl D (Fair) Washington, N. C.; Reidsville 29-Oct 4
Fleming, Mad Cody (Fair) Fayetteville, Ga.
Franklin Don (Fair) Wharton, Tex.; (Fair) Rosenberg Oct 2-5
Frontier (Fair) Cortez, Colo., 23-30 (Fair) Durango Oct 1-9.
Gem City Rome, Ga
Gasich, J. A McComb, Miss
Georgia Am Co (Fair) Pembroke, Ga.; Springfield 29-Oct 4
Gladiums (Fair) Vance City, Miss.; (Fair) Clarksdale Oct 2-11
Gold Medal (Fair) Gastonia, N. C.; (Fair) Cherokee 29-Oct 4.
Gooding Amuse Co., No. 1: (Fair) Hamilton, O
Gooding Amuse Co., No. 2 (Fair) Kenton, O
Gooding Amuse Co., No. 4 Somerset, O
Gooding Amuse Co., No. 5 (Fair) Carrollton, O
Gooding Amuse Co., No. 6 (Fair) Hantesville, Ala.
Gooding Amuse Co., No. 7 (Fair) Shufftown Ind
Gooding Amuse Co., No. 8 (Fair) Corbin, Ky.
Gooding Greater (Fair) Hillsdale, Mich
Greater Dixieland (Fair) McClellan, Ark., (Fair) Winfield, La., 29-Oct 4
Greater Midway (Fair) Sharpsburg, N. C., Bailey 29-Oct. 4.
Gruver Greater (Fair) Johnsboro, La.; (Fair) Leesville 29-Oct. 4.
Hames, Bill Amarillo, Tex.; Lubbock 29-Oct 4
Hammond, Bob New Braunfels, Tex
Happy Attrs, (Fair) Ashland, O, Cochocton 29-Oct 4
Harrison Greater (Fair) Granville, Va.; (Fair) Chatham, N. C., 29-Oct 4
Haywood Tishomingo Okla
Heth L. J. (Fair) Carterville, Ga., (Fair) Carrollton 29-Oct 4
Hills Greater Lamesa Tex
Hottle, Buff No. 1 Covington, La., Donaldsonville 29-Oct 4
Hottle, Buff, No. 2 Geurin La.; Donaldsonville 29-Oct 4
Hottle, Buff, No. 3 Thibodeaux, La., Donaldsonville 29-Oct 4
Howard Bros East Liverpool, O., Doltontown 29, 29-Oct 9
Ideal Rides McLean, Ill.; Marks, Miss., 29-Oct 4
Interstate Woodbury Tenn., (Fair) Moultrie Ala 29-Oct 4
Johnny's United Huntingdon, Tenn.; Athens 29-Oct 4.
Jolly Times Bisco, N C
Keystone Attrs Burton Md., Shenandoah, Va., 29-Oct 4
Kile Floyd G (Fair) Hampton Ark.
Laguna Am Co. (Fair) Cumberland, Md.
Lane, Leo Clanton, Ga., Bailey 29-Oct. 4
Lawrence Greater Mt Airy, N. C.
Lee Am Co (Fair) Decatur, On., Lanette, Ala 29-Oct 4
Maddox Bros Sylvia, Kan., 29-27, Inman Oct 9-11
Manning Koss (Fair) Statesville, N. C.; (Fair) Lexington 29-Oct 4
Marion Greater (Fair) Bennetsville, S. C.; (Fair) Shelby, N. C., 29-Oct 4.
Marks, John H (Fair) Hickory, N. C.; (Fair) Fayetteville 29-Oct 4.
Merrison's Midway Gothenburg, Neb., 23-28
Merryland Scottsville, Mich., 29-29
Midway of Mirth Harrisburg Ark., Memphis 29-Oct 4
Mighty Hammerinos Midway (Fair) Dallas, Ga., (Fair) Winder 29-Oct 4
Mighty Hoosier State Versailles Ind., 29-27 (Fair) Aurora Oct 1-4.
Mighty Page North Wilkesboro, N. C.; (Fair) Oxford 29-Oct 4
Mississippi (Fair) Newton, Miss.; (Fair) Starkville 29-Oct 4.
Model Inc (Fair) New Bern N. C., (Fair) Rocky Mount 29-Oct 4
Moore's Modern Searcy, Ark Senath, Mo., 29-Oct 4
Motor States Continental O., 23-27
Nemier's Greater (Fair) Newport, Ark.
Ozark Empire (Fair) Imboden, Ark
Ramsay Clayton, N C
Pepe Bros Ashland City Tenn
Palmer Calas, Ve Pilot Mountain, N. C., Oct 4
Palmetto Expo (Fair) Moncks Corner, S. C., (Fair) Moore 29-Oct 4
Paredo (Fair) Baxter Springs, Kan., 24-27 Sedan Oct 29-Nov 4
Penn Premier (Fair) Durham, N. C.; (Fair) Sanford 29-Oct 9
Peppers All States (Fair) Calgary, Fla., 29-Oct 4.
Pierce Greater Rogersville, Tenn
Pomeroy Greater Sims, O., 24-27, Philo 29-Oct 4
Pratt's Broadway (Fair) Clinton, N. C.; (Fair) Fayetteville 29-Oct 4
Rainn Amuse Co Hazen, Ark.
Reid Kiko (Fair) Bloomsburg, Pa.
Rockwell (Fair) Sapulpa, Okla., (Fair) Boise City 29-Oct 4
Rose City Rides Sikeston, Mo
Royal American (Fair) Oklahoma City, Okla., (Fair) Little Rock, Ark., 29-Oct 4.
Royal Canadian Victoria, B. C., Can., Stevenson Oct 1-4.
Royal Crown Ft Smith, Ark
Royal Expo Thomson, Ga., (Fair) Louisville 29-Oct 4.
Rumble Greater Lawrenceville, Ill.
Scotland Rides (Fair) Elloree, S. C., 29-Oct 4
Shaw Bros Gainesville, Ga
Siebrand Bros Albuquerque, N M
Smith, George Clyde (Fair) Warrenton, N. C., Norfolk, Va., Oct 1-11, (Fair) Henderson 13-18
Sonoo Greater Bentonville, Ark.
Southern States Donalsonville, Ga.
Southern Valley (Fair) Okla, La., 23-29, De Ridder, La., 29-Oct 4.
Star Am Co (Fair) Piggott, Ark.
Starlight Bridgeport, Tex., La Grange Oct 1-5
Stephens, C A (Fair) Athens, Tenn.; (Fair) Conyers, Ga., 29-Oct 4.
Stiles Greater Aberdeen, Miss.; (Fair) New Albany 29-Oct 4
Strates James B Asheville, N C
Stumbo Fred (Fair) Mountain Home, Ark., 24-27
Tassell, Barney Bunkersville, Va., Keyesville 29-Oct 4
Thomas, Art H Mitchell, S D; Lake Andes 29-Oct 1 Yankton 2-8
Thomas Joyland Parsons, W Va., Elkins 29-Oct 4.
Tidwell, J J (Fair) Lovington, N M
Tim's United Nespercer Idaho 24-29
Tinsley, Johnny T (Fair) Neuman, Ga.; (Fair) Canton 29-Oct 4.
Tip Top Princeton, Wis., 26-27
Tivoli (Fair) Hope, Ark., (Fair) Stamps 29-Oct. 4
Turner Bros Charleston, Mo
20th Century Kansas City, Kan., 23-28, (Fair) Tulsa, Okla., Oct 3-9
United Expo Richard, Mo
United States Exposr, W Va
Veterans' United Worthington, Minn., 23-28
Victory Expo (Fair) Iowa Park, Tex
Vivona Bros Madison, N C., (Fair) Newberry, S C., 29-Oct 4
Virginia Greater (Fair) Spring Hope, N. C.; (Fair) Louisburg 29-Oct 4
Wade, W O (Fair) Kalamazoo, Mich.; (Fair) Chelsea 29-Oct 4.
Wallace Bros El Dorado, Ark.; Monroe La., 29-Oct 4
Wallace Bros of Canada (Fair) Leamington, Ont Can., 29-27, (Fair) Simcoe 29-Oct 4
Wallace, I N Chilhowie, Va.; Powhatan Dist. 1-4
West Coast Expo (Fair) Bakersfield, Calif. (Fair) Madera 29-Oct 1.
Wilson Greater Phoenix, Ariz., Hay Oct. 9-12
Wolfe Amuse Cushing, S C
World of Pleasure Warren, O.; Youngstown 29-Oct 4

# Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Beatty, Clyde St dass, Tex., 23-33, Deming, N. M., 24, Tucson Ariz., 26-29, Phoenix 27-28 Yuma 30, Indio, Calif., 30 San Bernardino Oct 1-2.
Capell Bros Trumann, Ark., 24
Cole & Walters San Luis Colo., 29
Jacobs, Terrell Asheville, N C., 23-27.
Kelly-Miller Dalonville Miss., 29
Kelly-Morris Dallas, Ga., 23 Calhoun 23 Atlanta 24 Douglasville 29, Acworth 24 Marietta 27
King Bros-Cristiani Savannah, Ga., 23, Statesboro 23, Waynesboro 24, Vidalia 25 Dublin 26, Douglass 27 Moultrie 29 Millie Bros. Lambertville N. J., 23, Asbury Park 23, Manville 28, Bordentown 29 Gloucester City 30 East Camden 27, Philadelphia, Pa., 28, Media 26, Upper Darby Oct 1, Conshohocken 2, Ardmore 3 Hatboro 4.
Polack Bros Eastern Montgomery, Ala., 23-28 Columbus, Ga., 29-27, Mobile, Ala., 29-Oct 1 Anniston 2-5
Polack Bros., Western Denver, Colo., 26-Oct 9
Ringling Bros and Barnum & Bailey: Amarillo, Tex., 23 Lubbock 23 Childress 24 Wichita Falls 25, Dallas 26-26, Waco 28 Austin 29 San Antonio Oct. 1, Corpus Christi 2, Houston 3-5
Wallace Bros McPherson, Kan., 23; Bloomdurde 26, Augusta 24, Arkansas City 25, Blackwell, Okla., 27, Perry 28.


Allentown Trails '51 By 25%; Rain Hurts

Skillo Ban and Steel Strike Blamed; "Ice Varieties" Is Sell-Out; WOM Off

By AARON STERNFIELD

ALLENTOWN, Pa., Sept. 20 — Paid attendance at Allentown Fair ts 25 per cent behind 1951 totals as rain, a ban on skillo and an economic hangover from the steel strike cut sharply into revenues Going into the final day of the five-day meet today, attendance is 90,495, compared with 105,040 for the first four days of 1951.

A day by day comparison of gate receipts follows:

| | 1952 | 1951 |
|---|---|---|
| Tuesday | $11,590 | $12,854 |
| Wednesday | 13,426 | 19,101 |
| Thursday | 15,582 | 19,924 |
| Friday | 7,427 | 14,622 |
| TOTALS | $49,025 | $63,381 |

Aitho today is sunny, fair officials said that rains Thursday and Friday had taken such a heavy toll that there is little hope that 1951 figures could be approached

"Ice Variaties"

While the fair got under way officially Tuesday (19), George A. Hamid's "Ice Varieties of 1952" played to capacity houses in evening shows at the 9,000-seat grandstand Sunday and Monday (14-15). The show, managed by F. N. Fleckies of Chicago, performed on a 40 by 90-foot portable tank. The cast of 36 staged four production numbers

Playing the grandstand at night was Hamid's "Grandstand Follies of 1952" and the following acts Vice Hyde, one-man band; Harold Bernes, tight wire; the Leontines, high act; La Blonde Troupe, comics; George Keller's Wild Animals; Emmett Oldfield and Eddie Ware; Anneli and Brask, cyclists; Jim Wong's Troupe and Torelli's Circus.

Grandstand receipts were running about 5 per cent behind 1951, discounting the pre-fair "Ice Follies." However, "Ice Follies" totals bring the figures slightly ahead of 1951 totals.

Harness racing drew good crowds as the fair had stake racing for the first time. A field of 250 horses were entered. Purses totaled $32,000.

Concensus here is that the skillo ban was the greatest single factor in the attendance drop In Eastern Pennsylvania skillo is considered an integral part of the fair by many people, and Howard Singmaster, fair manager, said that many people had told him that they would not attend the fair because they couldn't play skillo.



ROSS ALLEN'S
REPTILE INSTITUTE OFFERS:
Pythons and Boas of all sizes. Let us know your wants; we handle Reptiles and Wild Animals of all kinds
Contact GARY GARRETSON
Wild Animal Dept
ROSS ALLEN
Silver Springs, Fla. PHONE 1180



TABLES & STEEL OF WOOD
CHAIRS
Folding or Non-Folding

Bromel delivery Minimum order 4 doz. Ask for prices, tell number needed ADIRONDACK CHAIR CO.
1140 B'way, N Y (27 St.), Oepl. Y-26, MU 3-1385



BOBBY GERRY
WANTS
Acts for Tan-in-One Good treatment. Work all winter Museums. Reply Care of
CAPITOL CITY SHOWS
Lawrenceville, Ga.



"THE CREAM OF COTTON SPOTS"
Want Concessionaire of all kinds. Need Scooter Man who drives. Can place Bingo for the balance of season. Snake Show and Girl Show, join at once. Will trade or sell Merry-Go-Round and Scooter for Tilt
BURKHART SHOWS
Monette, Ark., Fair this week; Caraway next.



WANTED
Concessions: Hanky Panks of all kinds. (No gypsies.) Two or more Major Rides for County Fairs in East Texas. Join at Trinity County Fair October 1. 2 bona fide County Fairs to follow. Oct all winter
B & C UNITED SHOWS
Nick Carter, Mgr.
Permanent Address:
Box 76, Navasota, Texas



AGENTS WANTED
For Rocket Stores and Swingers for Alabama State Fair, Birmingham, Ala., Sept. 29-Oct. 4.
AL WILLIAMSON
c/o Tutwiler Hotel Birmingham, Ala.



flamefoil
TENT FABRICS
RESISTANT to FLAME
WATER
MILDEW
WEATHER
Flamefoil Tent Fabrics are approved by the California Fire Marshal, the Underwriters' Laboratories and other leading fire prevention authorities. Available in 6 brilliant permanent colors.
See your tent supplies and send for illustrated booklet "Flame Resistant Fabrics" . . . their properties and newest specifications.
*Manufactured under Patents Nos. 2,644,176 and 2,799,612 . others pending.
PHILADELPHIA TEXTILE FINISHERS, Inc.
104 Lafayette St.
Norristown, Pa.



America's Finest Show Canvas
TENTS—SIDEWALL BANNERS
CONCESSION TENTS
Immediate Delivery
FLAMEFOIL FABRIC
Available in all colors.
All dyed colors also available
Bernie Mendelson-Charles Driver
O. Henry Tent & Awning Co.
4862 N CLARK ST CHICAGO 40



ASTRO FORECASTS
All Readings Complete for 1952
Do need in these sizes: 3½, 2 inch; 3 d/10; 4 inch, 9 2/10. Write for prices.
Single Sheet, 8½x10, 12c, 75¢ Per 100 $6.00
Gold Dust Pamphlet, 4 pgs. 8½x11, 12 Signs Any Quantity, Each 1½d
"WHAT IS WRITTEN IN THE STARS." Guiding Booklet 12-P 8½x5. Contains all 12 Analyses. Very well written. 20-20 per 100 Sample 25c
HOROSCOPE AND ANALYSIS. 10-P Heavy Covers, 8½x11 Each 6¢
Number of each of the above 4 items for 25c
No 1 48-page Assorted Color Covers 50c
NEW DREAM BOOK
120 Pages, 2 Sets Numbers Clearing and Policy. 132 Dreams Bound in Heavy Gold Lined Covers Good Quality Paper, complete 20c
HOW TO WIN AT ANY BINGO BY SPECULATION. Gold lined, 8½x11 15¢
BACK 2d TO EGYPTIAN 4 T. CARDS. Answers All Questions, Lucky Numbers, etc. 60c
Signs Cards, Illustrated, Pack of 20 . . . 15¢
Virgin Charts, 8x11 Sample 5¢ Per M $7.50
MENTAL TELEPATHY Booklet of 21 p. 15¢
Shipments Made to Your Customers Under Plain Label. No orders accepted for less than 25¢. Deposit Our name or ads do not appear in any merchandise. Remember 1 complete numerology Orders are S.P. Extra.
SIMMONDS & CO.
123 S Clarborn St. Chicago 3, Illinois
Send for Wholesale Prices



SHOW TENTS
CENTRAL Canvas Company
816-818 EAST 18th ST.
Kansas City 6, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE



INSURANCE
WRITE FOR SPECIAL RATES
SAM SOLOMON
"THE SHOWFOLKS' INSURANCE MAN"
5131 N. Kenmore Ave.
Chicago 40, Ill.
(Phone: Sunnyside 4-6866)



PROMOTERS
Get on our mailing list. Each week the Billboard receives inquiries asking for names of individuals who might underwrite and promote fairs, merchandise, or publicity stunts, we are refer inquiries from your territory to you. Please state the date and type of event or at least any event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard 188 W Randolph St Chicago 1, Ill.



SPECIAL DISCOUNT
For the Month of September
Write Today
BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
We also Handle Snow Supplies.
P. O. Box 7005, Fair Park, Dallas, Texas.



when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

# Indianapolis Gross Expected to Top '51

## Colemon Keeps Spot Open on Week Ends; Higher Casts Eat Into Upped Grosses

INDIANAPOLIS, Sept. 20—General receipts at Riverside Amusement Park here will be fron 8 to 10 per cent above the 1951 totats this season, President John L. Coleman estimated this week. He said, however, that increases in operating expenses had soared and probably would balanre the increase in gross.

Riversida, he said, would remain open for wrek-ends as long as weather permits.

The spot had a hefty business July 4 this season and probably would have topped the score on Labor Day. Rain, however, ruined the September 1 business. A storm started at 4 p.m., sending many of the folks bome. Despite this, the rides continued operalion until 8:30 p.m. For Labor Day and the following week, ride prices were cut to 5 and 10 cents, Coleman said that the step had proven highly successful.

Frenk A. Holmes, promotional director, filled the park each Saturday with industrial picnics. The largest was that of a Generel Motors division, which attracted 12,000 persons. The asason's final industrial outing was September 6.

George Burrous, food and beverage manager, said that July 4 sat an all-time record for sale of Coke in the park and that on the same day almost 12,000 hamburger buns were sold. Fact that the funspot was pecked within 30 minutes after opening on Labor Day indicated that, except for the weather, Riverside might have done even better, it was stated.

# Tivoli Draws 3½ Million

CDPENHAGEN, Sept. 20 — Tivoli wound up its season Sunday (14) with a record gate of 53,000 paid admissions and a final wrek total of 150,000. This brought the season's total paid gate to 3,463,000, not including 20,000 season ticket holders. Tivoli's 1952 season ran from May 2-September 14, making it four days longer than last year's. The 1952 total sat an all-time record, as it not only topped last year's total by 224,635 but also surpassed the previous record, set in 1946, by 165,000.

# Finol Week End Off For Detroit Spots

DETROIT, Sept. 20.—The curtain dropped on the Motor City park season Tuesday, following a post-season picnic booked at Walled Lake. Week-end found both Walled Lake and Edgewater operating to disappointing business. Despite unexpected warm weather, with the thermometer soaring into the 90s far severel days, the parks failed to cash in. Rain Sunday in the northwest suburban area hit directly at the two parks, and indications were that they barely made expenses for the final operating week-end of the year.

WANT
Arcade Location
For winter season or year around. Southern Park. Florida preferred. Also have Novelties, Souvenirs and other Modern Park Games.
Write or wire
R. A. TROSTLE
408 Howard Avenue, Altoona, Penna.

DELUXE MINIATURE GOLF COURSES
● Engineered complete on your location.
● Capacity designed up to 200 players per hour with one operator control.
● Our proven and tested courses feature long life construction, novel attractions and good profit return.
Order and Build Now. Don't Wait
BUFFALO OUTDOOR SPECIALTY CO.
47 Siler Ave Buffalo 11, N. Y.

PROMOTERS
—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

NEW KIDDIE RIDE IDEA
New special design saves you money. Profits will be yours with our new Boat — Auto — Rocket — Train — Pony — Buggy Rides for permanent locations only. Write for our new free catalog and be one of the first to place your order for an early delivery. We also build Single and Double Bike Boats.
MAR-CRAFT, INC.
Clarence, New York

Best Miniature Golf by Every Comparison
We build only where our experience indicates big profits ahead. No Cook course has ever failed.
Holmes Cook Miniature Golf Co.
35 Pearl St. New London, Conn.

RAILS
12#—15#—20#
With Splice, Bars, Frogs, Switches, Bolts and Ties for Kiddie-Car Railroad. Also Locomotives, Cars and Equipment for same.
M. K. FRANK
480 Lexington Ave., New York 17, N. Y.
105 Lake Street, Reno, Nevada
401 Park Bldg., 5th Av., Pittsburgh 22, Pa.

# AC Bonk Deposits Rise Over 1951

ATLANTIC CITY, Sept. 20.—Bank deposits and luxury tax rolections here indicata that the 1052 summer was a good one, and despite two reiny bolidays resort business thruout New Jersey rose substantially.

Bank deposits for July and August totaled $182,837,147. That's $10,042 658 more than in the same two months of 1951. This came about despite a slight slump in bank deposits during August. Reflecting that jingle of cash to the sentiment among merchants and operators of amusement centers, hotels, restaurants and other businesses that this year was substantially better than last.

August luxury tax collections were also better—$275,287, as compared with $270,362 collected for August last year.

At near-by Wildwood, Including North Wildwood and Wildwood Crest, the summer was the best in recent years. In spite of the bad weather, bank deposits for the Labor Day week-end were $1,772,-758 47, as rompared with $1,573,-130 16 for the same holiday week-end last year. It represented a net gain of $199,628 29. Over the Fourth of July week-end, a total of $2,000,000, an increase of $200,-000 over 1951, wes deposited in the three local banks.

At near-by Asbury Park, banks reported a 7 per cent increase in deposits over 1851.

# Geist Awarded Scroll for Kiddie Work

NEW YORK, Sept. 20.—A. Josaph Geist, president of Rockaways' Playland, Queens, N. Y., Tbursday (18) was named to receive a scroll of honor in recognition of his years of sarvice in providing entertainment for underprivileged children. Donor of the award is the Metropolitan Division of Kiwanis International.

The scroll honors Geist for his "kindness and generosity in providing entertainment and happiness for thousands of New York's underprivileged children." In cooperetion with more than 50 charitable organizations, Geist provided the facilities of his park to entartain 100,000 youngsters.

Geist, an attorney who lives in Belle Harbor, Queens, is active in numerous philanthropic, civic, business and juvenile-aid organizations.

# Doyton Operatar Pleads Guilty; Pork Moy Be Sald

DAYTON, O., Sept 20.—Gereld Niermann, operator of Lakeside Park here, pleaded guilty to charges of income tex evasion in a Federal Court in Cincinnati. The Bureau of Internal Revenue seized most of Niermann's personal property last spring and ta considering selling it to astisfy tax liens.

Lakeside Park was operated this summer by a receiver, pending outcome of bankruptcy proceedings in the Federal Court. These proceedings also are pert of the action to satisfy tax liens.

# Dotes for 1953 Mordi Gras Set For Rockowoys

NEW YORK, Sept. 20.—Altho the first Annual Mardi Gras at Rockaway's Playland resulted in a $3,800 loss to the Daniel M. O'Connell Post of the American Legion, the post and the Queens amusement park, co-sponsor of the event, decided to reschedule the celebration for 1953.

September 7-13 was sat as the date for the 1053 version.

An astimated 750,000 persons attended the 1852 Mardi Gras in one day, and local business establishments reported good grosses during the event.

## Vettel Visits Batt

NEW ORLEANS, Sept 20.—Ed A. Vettel, generel superintendent of Westview Park, Pittsburgh, was the guest of Harry J. Batt, operetor of Pontchartrein Beach, here this week. The Roller Coaster at Pontchartrein is one of many built in this country and elsewhere by Vettel.

# Pomona Debuts Fun Zone

● Continued from page 52

Skooter (large), Loop-o-Plane, and Auto Skooter.

Babcock Shows, managed by Larry Ferris, brought in two Rolloplanes, two Tilt-a-Whirls, Detopus, Fly-o-Plane, Rocko-plane, and a portable Flying Scooter. In the Kiddielands are 14 and eight rides respectively.

### 2 Shows on Midway

Two shows, both with fronts built especially for this date, are on the midway. These include Rudy Bros.' Circus, headed by Rudy Jacobi. Front is 100 feet across and topped with fluorescent illumination. Show uses 80 by 120 fret big top with a 1,200 seating capacity. Jacobi reported business only satisfactory. Prices are 25 and 50 cents for the 45-minute performance. Acts include Hap Henry, elephant, dogs, Bernie Griggs, Louis Manly, clowns; Lee Sisters, traps; The Ellstons, wire walking; Toni Madison, Spanish web, and La Bernice (Bernice Griggs), swinging ladder. Opal Manly is handling tickets, and George Surtees openings on week-ends. Bill Deidrick and his ponies joined over the week-end. Jacobi said nine shows were given Sunday (14).

Across the area is the Baker & Kowan attraction, "Sters of Hollywood." Acts include Bumps Blackwell and his orchestra (7); August May Walker, shake dancer; Crip Heard, one-arm, one-legged dancer, The Honey Debs (2); Mauri Lynn, vocalist. Blackwell emsees. Show uses an 80-foot panel front in zebre motiff big top 70 by 110 feet with 1,440 seating capacity. Show gets $1, including tex, and did seven shows Saturday and six on Sunday. Angelo McLeod and Ruth Artus are cashiers and Bill Artus makes the openings.

Illions said that the work of rompleting the project will continue following the close of the fair. The Sky Wheel is to be lined with slim tube and additional light towers are to be erected. It is Illions' plan to uniform concessions.

# Riverview Season Scores Increased Attendance, Gross

## Pitch ta Tri-State Area Pays; Mordi Gros Tabs Good Business

CHICAGO, Sept. 20.—A season of consistently good business put Riverview Park here ahead of last year on both gross and attendance, Manager Bill Schmidt stated this week. The first couple of weeks were rainy, he recalled, but thereafter, trade was steady.

He seid final figures on the grosses were not prepared yet but thal the attendance total was approximately 10 per rent better. The increases were spread evenly among rides, concessions and shows, he said, with almost all operetors well pleased with 1852.

The Rotor did well, Schmidt esid. This ride, opereted here by the British builders, was being shipped this week to Dallas for use at the State Fair of Texas.

Sehmidt said it would be returned to Riverview for next season.

Winning part of the credit for increased attendance was the park's hyped advertising campaign, he stated. The funspot garnered strong publicity all season, particularly during the Mardi Gres.

The Mardi Gras, which includes a parede and a band festival, had "Fantastically" good weather. Two of the season's best weeks, for business came shortly before Labor Day and during the Mardi Gras. Only the final week of the event, the week of Labor Day, brought any rain, Sehmidt recalled. Except for Labor Day, Riverview hsd good weather luck on all holidays.

The spot's campeign to add to its already strong drew in the towns within a radius of 100 miles showed further success this year. Many cers from Indiana and Wisconsin were spotted in the perking area, where this year's total number of cars was up 20 per rent.

The selection of bands for the tate-season festival was tied in with the campaign for territorial business, Schmidt said. Bands from the tri-State area were invited, and such towns as Joliet, Ill., home of a championship bend, sent targe delegations of customers to the park. Publicity for the band festival was sent to a large number of local and neighborhood newspapers in the vicinity of Chicago. About 100 bands took part in the festival.

On the whole, picnic business also was increased in 1952. Most of the outings were as good as last year and a number of them were considerably better. The Electro Molive industrial pienle attracted 38,900 persons, an important increase over last year.

# Fred Huedepohl, Brather of NAAPPB Secretary, Dies

CHICAGO, Sept. 20.—Fred J. Huedepohl, 66, brother of Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, died here Thursday (18). Funeral services were held in Chicago Saturday (20).

He was a musician, playing drums in theater orchestras, some years ago and in 1904 he was tha leader of bis own orchestra.

Survivore in addition to Paul Huedepohl are bis widow, two daughters, two other brothers and a sisler.

# Hamid's Steel Pier Ends '52 Seosan

ATLANTIC CITY, Sept 20.—George A. Hamid rings down the 1052 curtain on his Steel Pier amusement center here tomorrow. The week-end show is headed by Patay Garrett in the Music Hall, with George Sommer on the stand in the Marine Ballroom.

Hamid seid that he is booking top attractions for the 1953 season whicb gets under way in late spring.

## Josephine Blanchot Dies

VERMILLION, D., Sept 20—Mrs. Josephine L. Blanchat, for many years owner of Crystal Beach Park here, of which her son-in-law, James Ryan, is manager, died at her home here last Saturday (13). She had been ailing for some lime. Services and burial were held here Tuesday (16).

SKEE-BALL
Reg. U. S. Pat. Office
America's Favorite Skill Game for
PARKS, RESORTS, ARCADES AND LOCATIONS
PLANS AND EQUIPMENT for COASTERS—WATER RIDES
STUNTS for Dark Rides and Foo Houses
PHILADELPHIA TOBOGGAN CO.
138 E. Duval St. Philadelphia 44, Pa.

High Quality
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

PARKS, RESORTS, POOLS
An important part of The Billboard's complete coverage of the OUTDOOR AMUSEMENT FIELD
You'll know to advance just what's developing in your business — and where — with a subscription to The Billboard!
Act Now — Fill in Coupon Today for Money-Saving Subscription Rates.
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes ☐ Please send me The Billboard for one year at $10
Foreign rates upon request
752
Name .....
Address .....
City ..... Zone State
Occupation .....

# Ringling Wraps Up More Top Business; Auspices Fade Out

## Quincy, Ill., Gives Twin Straws; All Spots Produce Winning Crowds

TULSA, Okla., Sept. 20.—Ringling-Barnum's banner business continued this week as the show moved from the Midwest to the Southwest. Straw night houses and strong matinees were scored all along the line.

At Quincy, Ill., Thursday (11), the circus rang up twin straw houses. It was Ringling's first appearance there in 22 years. Crowd of 3,000 turned out at 5 a.m. to watch the arrival, and reserved seats were sold out early in the day. Polack Eastern was in Quincy in mid-August.

Chillicothe, Mo., on Friday (12) produced a three-quarter matinee and near-capecity night house. For the show's two-day stand at North Kansas City, the Saturday (13) matinee was half filled but the night drew near-capacity. On Sunday (14) the matinee was three-quarters and the evening show had a capacity crowd.

Joplin, Mo., where the show day-and-dated Royal American Shows on Monday (15), was the only stand this week at which R-B used local auspices. Joplin came up with a big matinee and straw night houses (see story in General Outdoor section).

Tulsa on Tuesday (16) had a straw night house, with four rows in the track. Matinee here was two-thirds full. Delay of a freight train at Baxter Springs, Mo., caused the late arrival of the show's second and third sections at Tulsa.

Coming up next week-end was a three-day stand at Dallas, where the circus will be in opposition to a major football game on each of the three evenings. Dallas stand is Friday thru Sunday (26-28).

# Cole & Walters Elephant Shot After Accident

RIFLE, Colo., Sept. 20.—A Cole & Walters' Circus elephant was killed near here Tuesday (16) after it had bolted from a truck involved in a wreck. The bull, Vic, ripped up a fence before it was recaptured. Two other elephants were used to lead the animal back to the truck, but when it became enraged, show officials ordered it destroyed. Two local hunters fired the shots.

The wreck was the second for the elephant this season. Six weeks ago the truck overturned and the bull ran into the Montana mountains.

Vic was brought to this country in 1927 and was with Floyd King shows. From 1930 thru 1932 the bull was on Sells-Floto and from then until 1947 was with Ringling-Bernum. Kelly - Miller bought the elephant from Ringling and for the past rouple of years had been with Cole & Walters.

## Rudy Jacobi Unit, Bernard Miniature Play Pomona Fair

POMONA, Calif., Sept. 20.—Rudy Jarobi's Rudy Bros.' Circus is in operation at the Los Angeles County Fair as a carnival-type circus revue.

With it are the Todd Henrys with their beby elephant, rolling globe and slack wire turns; Bernie Griggs, producing clown, with Lou Manley; Bernice Griggs, aerial numbers; Jarobi, outside talker; George Surtes and Opal Manley, ticket boxes; Lou W. Johnson, playing Harry Phillips' calliope, and Phillips, front door.

Robert Bernard, CMBOA member, has his quarter-inch model of the Al G. Barnes Circus on display in ronjunction witb the Model Railroad Association. It was reported Bernard would sell the model to J. H. Dunn, Wichita model builder, after the fair. Dunn has had his miniature circus on display at a Los Angelas department store for a five-week stand and is scheduled to play San Francisco, Seattle and Portland.

## RINGLING WINS NEW SUB-TITLE

PALMYRA, Mo., Sept. 20—Banker Albert L. Juette said this week he had known Ringling-Barnum bad "The Greatest Show on Earth" but now believes the circus also has the "greatest lost and found department."

Juette lost his glasses while attending the show at Quincy, Ill., (11) and wired the show at Chillicothe, Mo., (12). This week he rereived the glasses, mailed by Ringling from Kansas City (13-14).

## BERLIN NOTES

# No Circus In Berlin For Sept.

BERLIN, Sept. 20.—Tha German capitol had no circus thru September as the Barlay Circus was touring the Soviet zone and will not return here before October 15.

As the Barlay unit has no big animals of its own, it has just signed a contract with the Danish circus, Blnneweiss, to provide lions, tigers, elephants, camels and horses.

The Buseh-Berlin Circus is playing Hamburg now, and getting full houses daily. This marks the first time the unit played Hamburg sinee 1938.

### Ceylon Maybe

Plana call for Busch-Berlin to stay in Hamburg until the end of October, when the unit may sail for Ceylon where it might participate in the shooting of a motion picture.

The Carl Hagenbeck Circus, the first one to play Hamburg this year, will tour Switzerland soon. It will be the first time in 21 years that the Hagenbeck unit pisyed that country.

Charlie Rivels, well-known clown, is back from his retirement in the South of France, and bas resumed engagemenls in Germany, where he got his start. He is playing in Munich, with hia sons and daughters.

Rivela is reportedly getting a record salary for his act, a Charlie Chaplin parody.

# TEXAS TURNOUTS BIG FOR BEATTY

## Borger, Pompo Produce; Oklohomo, Konsas Spots Score Good Houses

BORGER, Tex., Sept. 20.—Clyde Beatty Circus registered big night business this week. Early Texas towns came thru with strong houses, and in the final Oklahoma atands turnouts showed improvement. The show is hopping across Texas for atands in New Mexico, Arizona and California.

The Beatty show had only a one-quarter matinee house here Tuesday (16) but the evening effort drew near-capecity. The date had Shrine auspices Hagen Bros' Circus was in two days earlier, and Beatty had opposition from a baseball pisy-off.

At Pampa Monday (15) the house was filled to capacity. With schoots dismissed early, the matinee drew a three-quarter house. The show was in immediately ahead of the movie, "The Greatest Show on Earth." Beatty was Shrine-sponsored.

Alva, Okla., Sunday (14), matinee-only stand, came up with a near-capacity house. In Wellington, Kan., Saturday (13) the matinee was half-filled and the night house was three-quarters. Show was two weeks behind Capell Bros. there and was the first railroad show to play the town in several years. A free baseball tournament competed.

Ponca City, Okla., Friday (12), also had half and three-quarter houses, with the date conflicting with a major local pageant. At Pawhuska, Okla., Thursday (11), Beatty bucked the Osage County Fair and unusually bot weather. Circus matinee was light and the night house was half filled. The fair's attendance was 8,000 on the previous night and 5,000 on the night of the circus, but its afternoon crowds were large.

# Kansas Dates Give Wallace Fair Returns

ABILENE, Kan., Sept. 20.—Wallace Bros.' Circus played to fair business in Kansas this week, with most houses close to the half mark. Two small crowds were scored here with Lions auspices. Capell Bros. had been in two weeks earlier.

The Reynosa Troupe, Jimmy Hamiter and Betty Sanders joined here. Show was short-handed, with only two men handling the nine elephants. Owner Ben Davenport was working an elephant for the tear-down.

Ottawa, Kan., (12) gave exceptionally good crowds, a three-quarters matinee and full night house. No sponsor was used. Emporia on Setiurday (13) had a three-quarter matinee and half house at night with Travelers Club auapices and football opposition.

# King Business Holds Strong in Carolinas

## Concord, N. C., Requires 3 Shows; Most Nights Win Copocity Turnouts

FLORENCE, S. C., Sept. 20.—More good business was run up by the King Bros. & Cristiani Circus this week. This spot produced a capacity night house and three-quarter matinee and another good crowd for the parade Tuesday (16) with polre auspices.

Three shows were given at Concord, N. C., (5).

At Columbia, S. C., Monday (15), the show had a three-quarter matinee and full night house. Optimist auspices stated that its advance sale was not strong and that most ticket sales were made by the show.

While matinees were being delayed for school children in soma spots, classes were dismissed at Gaffney, S. C., for the parade only on Thursday. The matinee was half filled and the night house was near-capacity. Jaycees sponsored the stand.

Three-quarter and capecity houses ware attrected at Morgantown, N. C., (10) with fire department auspices. The parade drew an estimated 15,000 persons. North Wilkesboro, N. C., (8) had three-quarter and full houses.

At Conrord, the show gave an extra performance to handle the big crowds. Matinee drew 60 per cent and the first night show was a turnaway. The extra night performance drew three-quarters.

Schools at Conrord were dismissed for tha parade only. Auspices was the Optimist Club.

# Mills Business Okay in Jersey

MORRISTOWN, N. J., Sept. 20—Mills Bros.' Circus won a big matinee crowd and three-quarter house at night here Wednesday (17), and Kiwanis auspices reported a substantial profit. George Strongman, father of a Mills press agent, was chairman of the sponsoring rommittee.

At Summit, N J., Monday (15), rain hurt, but the matinee was a three quarters house and the evening performanre was close to a half bouse. Lions Club was the auspices.

Hacksensack, Saturday (13), had a straw house for th. matinee, with 4,000 kids on hand. The night show attracted about three-quarters of capecity. Optimists Club sponsored the show there.

# Big Ill. Business Follows Poor Minn. Takes for K-M

MENDOTA, Ill., Sept. 20—Al G. Kelly & Miller Bros.' Circus played to fair business in Wisconsin and strong houses in Illinois to rerover from the doldrums of ronsistently poor business in Minnesota.

Some sources described the Minnasota experience as the weakest takes the show had had since before the war. But if Minnesota proved it was possible for this one to play to poor business, Illinois showed the outfit's promotion still was a good one. Night shows were generally full and matinees scored well ronsidering thet schools and farm work interfered.

Kelly-Miller staffera were highly enrourged by the turn of the tide. Prior to Minnesota, business had been off somewhat from last year but still satisfartory.

### Rapeat Stands Okay

Considering the entire season, D. R. Miller, co-owner, said be was satisfied thet the show, as framed, rould successfully pisy repeat stands. He described this as the show's "repeat year," since it was routed into a large number of spots it had played in the past two or three years. Miller said experienca showed thet peopis would turn out a second time. Ha said other factors were believed responsible for the Minnesota business. In Wisconsin, where the show played much time previously, this season's business was only slightly below thet of prior seasons, it was stated.

The Miller show has scheduled a November 2 closing, after which it will move into its Hugo, Okla., quarters. A winter show, Royale Bros' will start a string of indoor dates on November 10, using three Kelly-Miller elephents and other acts.

Belvidere, first stop in Illinois, gave a near-full house at night, while the matinee was about half filled. At Rochelle on Friday (12), K-M had a good matinee and a strong night house. Mendota came up with more than three-quarters for the matinee and a strong night house.

# Byron Gosh, Admire Plan Indoor Show

DALLAS, Ga., Sept. 20.—Agent J. C. Admire announced this week be has teamed up with Byron Gosh, veterin operator of the By Gosh Tent Show and motion picture theaters, for the production of an indoor circus.

Gosh recently closed his tant show and will be manager of the new circus unit. Admire was agent for the Mighty Hammontree Shows this season. The show is scheduled to open in November, with Gosh promoting bome talent shows until mid-October.

Admire said the' show will operate from a different base each week and will work out of the bases to pisy three high schools daily. School auspices will have advance ticket sale. About 16 people ere to be carried on the show. Title will be Barris & Rowe Indoor Circus, Admire said.

## LAST LAUGH?

# Coffeyville Raps Beatty For Absence

COFFEYVILLE, Kan., Sept 20.—The Coffeyville Daily Journal took Clvde Beatty over the coats editorially for failing to appear with his circus when the show played here Tuesday (8).

"The really big league entertainer recognizes the obligation he has to the public and is careful to discharge it," the editorial stated. It pointed out the show had advertised Beatty would appear in person.

In a second punch, Columnist Gene Sullivan wrote that "Mr. Beatty thus had his laugh on Coffeyville. Now Coffeyville can have a iugh on Mr Beatty." He asked dissatisfied customers to mail their Beatty ticket stubs to The Billboard as a protest against Beatty's absence.

The Billboard this week received 11 ticket-stubs from Coffeyville. Six came from Charles Mohler, former motion picture operator, who observed that his theatar had shown a 13-part Beatty serial without substituting any of the episodes. Two stubs came from R. B. Henry. Three, apparently Sullivan's, were sent from the Coffeyville paper.)

Beatty left his show September in order to start movie and TV film work on the West Coast. Joe Walsh worked the cat act in Beatty's absenre.

# H-M Toronto Advance Up

TORONTO, Sept. 20.—Advance ticket sale for the Hamid-Morton Circus is running about 10 per cent ahead of last year, according to Len Humphries of the H-M staff. The show opens at Toronto Monday (29) under Shrine auspices.

This will be Bob Morton's 20th ronsecutive appearance here. He will produce and manage the circus which will be in the 12,000-seat Maple Leaf Gardens thru October 4. House is scaled from 75 rents to $2.50.

# Spotty Year For Rogers

SALEM, Va., Sept. 20—Rogers Bros' Circus has played to spotty business this season and has fared some rough trouping. Owner Si Rubens said this week. But Rubens said it appeared that the show would come out ahead.

The show is now playing the Carolinas and Georgia. It and tha King-Cristiani show will be one day apart at Panama City, Fla., the first two days of October. No closing date for Rogers has been announced.

## Wallace-Clark Straws Crowd ot Lote Stond

RICHLAND, Mo., Sept. 20.—Wallace & Clark Circus won a straw night house and three-quarter matinee here Thursday (11) before closing at Yates Center, Kan., Sunday (14). With the show during the past several weeks was the Newman Family, posing horses and hareback riding. The circus was scheduled to go into winter quartera at Emporia, Kan.

# Dressing Room Gossip

## Kelly-Miller

Frankie Lou Woods has replaced Evalini Rossi, who left a few weeks ago, in the center ring trapeze act. Earl Green and Marvin Dean have joined Ione Stevens' concession department. Aliee Cuthbert celebreted her birthday. Doc Guilford, circus drummer visited and sat in with the big show band. Roy Godfrey and family were frequent visitors. Percy Radmacher, clown with Joie Chitwood's thrill show, stopped over between fair dates.

Whitey and Mary Thorn are no longer with the show. Sylvia Thompson is working the Spitz dog act in the dog and pony number. Paul Bolton entertained Mr and Mrs. Mike Zsjec and tbey went to a nearby town to visit friends in the Stan Kenton orchestra.

The Corriell Brothers, Everett Earl, and their sister, Zaza, and her daughter visited. Mr. and Mrs. George Thompson and Mrs. Frank Hall visited the Pete Lindemann family. Harry Atwell, circus photographer, and Walter Hohenadel, editor of The White Tops, visited at Rochelle, Ill. V. D. Belfield, circus drummer, and E. M. Mills of tbe Holton band instrument company were visitors. Tom Parkinson of The Billbosrd was at Mendota, Ill. Wolfe Carsky and his wife and mother visited at Mendota.

Among circus fans who have visited recently are Doc and Ivy Wilson, Mr and Mrs. Herm Linden, John Guill, Charles W Tiede, John A. Havirland, Tom Carroll, Chalmer Condon and George Piercy.—FRANK CAIN.

## Hagen Bros.

Business has picked up, with late matinees yielding good houses and most of the night shows drawing big crowds. Official closing dste has been set for October 1 at Junction City, Kan. This allows a few days before opening of Clyde Bros., the winter show.

Fancher Pierce has sparkling new clown wardrobe. Paul Pyle, Raymond Duke, Claudine Banta, Freddy Conley and John Toy caught the Beatty show at Pampa, Texas. Lee Virtue, contrary to our previous report, is not with shis show's clown alley.

Mr. and Mrs. N. A. Lane, Mr and Mrs. J. M. Hamrick, Mr and Mrs. Arthur B. Young snd Mr. and Mrs. Jim Wheeler, all relatives of the Conley Family, visited.—JOHN TOY.

## Ringling-Barnum

The big event of the week was our day-and-date with Royal American at Joplin. We have had a lot of railroad lots. In Tulsa we had a new lot near town. Greta Frisk, aerialist, and Fritz Frorcht Frelani were married in Joplin with Jack Burslem making arrangements for them there. Esther (Daisy) Chaney and Fannie McClosky celebrated birthdays. J. B. Gray visited Count Nicholas. Del Graham's family visited and showed off the new grandson.

Joe Ward is visiting and doing a clown bit. Felix (Pete) Edwards and Bob Finkbine entertsined several folks at Des Moines. Felix Adler's father, Joseph Adler, 87, traveled from Clinton, Ia., to Des Moines to see the show.

Visitors included Joe and Bebe Siegrist; Jess, Charley and Jimmy Nathan; Billy Ward's relatives, Mr. and Mrs. Herg Georg, Ed Rsycraft; Mr. McElwee, Zelnka Malakova and daughter, Wanda; Les Thomas' mother and sister; Hans Dolle, Billy Hoffman; Theo, Abbie, Phillis and Walter Adler; Gilbert the Giant; San Delaney; Earl Maddox; Carl Sedlmayr and C. J. Sedlmayr Jr.; Murray Burt and Kenny; Sergei, Frank Morrissey, Tommy Thomas; Leon Claxton and his Revue; Bobbie and Bill Hasson; Rita Cortez; Mr and Mrs. John Staley, and many others from the Royal American Shows.—MARY JANE MILLER

## Polack Western

Despite chilly weather, the Bend, Ore., date was a success. Joyre Ward returned to Los Angeles with Sis Madison Hopes to resume school. Tommy Johnson, Charley Petersons' groom, left for induction into the Army. Rusty Benson's new clown band wardrobe could weather a blizzard. When Tommy Roberts, Bobo Barnett's midget assistant, is blowing up balloons for the chase, it's like being next to an atomic testing ground.

A new twist in wardrobe was the assortment of sweaters worn by girls in the aerial ballet. In this mountainous region, trailerites are asking who takes the bigh road and who takes the low road.

Justus Edwards has received an autographed copy of the Fred Bradna-Hartzell Spence book. Edwards is an old friend of Spence and receives credit in the book for editing the manuscript. Dr. David E. Reid, Donald Marcks and Frank Cherry were visitore on the show.—HARRY DANN

## King Bros. & Cristiani

Ralph Holt is visiting on the show. Lew Kish joined clown alley. Hsppy Davis, now in the Army, visited and clowned at Columbia. Leon, the fire-eater, has s new trailer. Nollie Tate is working on what he calls a big canine revue for next season. The Klausers, Slivers and Jo Madison, Lola Dobritch and family, Mrs. Alex Konyot and the entire Zoppe-Zavatta Troupe, all from Polack Eastern, visited.

Oscar Cristiani and Rodolfo Caroli are working ponies. Davis has been on the sick list. New flags have arrived for all the parade vehicles. Brownie Gudath is building clown props for winter dates.

Mrs. Floyd King and children, Floyd Jr. and Sharon, are back on the show after a visit to her family in Louisville. Mrs. Lucio Cristiani has returned from Chicago.—COL. HARRY THOMAS

## Mills Bros.

Maureen McKernan, Jack Bonacci and Jim Nevins, all of Westchester, and Harold Mathewson of the New York Daily News were visitors. George Moran, Beloit, Wis., fan, returned home. Fan-clown Steve Hill entertained Harry Ruster, Whimmy Walker and Geoff Dewsbury over Sunday. Dewsbury, Jack Mills, Cornelius Kenton and Emilio Palaucci celebrated birthdays.

Press Agents Foster Bell and Bill Meyer, the latter formerly on this show, visited at Hackensack. The Dick Cushmans rode elephants in the spec at Danbury. Jack LaPearl rather than Fred Stafford was made an honorary member of the Buzzie Potts Ring. Wes Hale, Frank Young, Marlin Watson, Toby Thomas, Sam Filippi, Gloria Serio, the Will Still family, and Mr. and Mrs. Parks visited.—JACK LA PEARL.

# Under the Marquee

**Hartsall Spence**, who wrote the new book of **Fred Bradna's** memoirs, reportedly will do a story about **Louis Stern**, manager director of Polack Western, for a national magazine. . . **F. Beverly Kalley** has signed a publisher's rontract to write s biogrsphy of **Emmett Kelly**.

**Dave Murphy**, former equestrian director on Ringling and now owner of a men's shop in Sarasota, will get back in harness this fall as equestrian director for **Tom Packs** at New Orleans and Baton Rouge, La. . . . Bandmaster **Tiga Hale** rontinues as a ride operator on the Southern States Shows in Florida and Georgia. He's considering a return to the circus band field for 1953.

Mills Bros.' elephant, Burma, was named mascot of the Republican National Committee in ceremonies at Stamford, Conn., recently. . . . The **Van de Veldes** joined Polack Eastern for a date between their fair engogements. . . **Roland Weber**, Chicago model builder, has opened a series of department store dates which will keep him touring thru the East until Christmas Eve.

**Paul Miller**, of the Singling conression compeny, has rejoned the show after a trip to Europe. . . **Frank McClosky**, manager of Ringling-Bernum, has been in Rochester, Minn., for a physical check-up. He's expected back on the show late this week. . . . **R. M. Harvey** was in Chicago Seturday (13).

**Frank** and **Evelyn Noel** have a circus unit playing fairs. Included are the Noels' Liberty horses, **Clark's** roller-sksting horse, pony act, whips, cowboy songs and **Bill Robinson Jr.**, danrer. . **John Ringling North** recently was nsmed by a panel of women as one of the "10 best dressed men."

**Paul Eagles** of the Ringling staff recently bought s new, king-sized car. **Bev Kellsy**, now with "Call Me Madam," **R. M. Harvey**, who is contracting some dates for Clyde Bros., and **Vernon L. McReavy** of the Barnes Bros.' Circus unit, were among those who looked in on the Atwell Club, Chicago, recently.

A street parade November 1 will mark the opening of **Orrin Davenport's** circus at Houston. Show runs there thru November 11. . . **Bozo Lament**, clown, made the New Orleans rodeo and two TV shows, jumped to Clarksville, Tenn., for a two-day stand and then bopped to Memphis for a show at the King Cotton Hotel. He'll make a USO show and seven days for the **Owen Lloyd** indoor show before returning to Memphis for the Shrine show October 9-11.

**Albert Feiske's** reindeer team, out of Rochester, Minn., will make the Cedar Rspids, Ia., Christmas parade November 22. **Jean Gros** floats also will be used. . **Karl L. King**, Fort Dodge, Ia., bandmaster who formerly was with circuses, was honored at the Clay County Fair, Spencer, Ia., September 10. . . The Toledo zoo has a new beby elephant.

Sketch of the runswsy team in the Ringling backyard at Chicago appeared in the September g issue of Advertising Age. It was made by **Ed Augustiny**, member of tbe artists' group on the lot at the time. Paintings done by the group have been on disptay at a Chicago restaurant. . . **Paul Eagles**, promotional manager of Ringling-Barnum, has contracted Orlando, Fla., for November 1g. The stand was lost to weather last year.

**Grevar O'Day**, comedy cyclist, has signed for **Orrin Davenport** Shrine circus dates, opening November 9 st Wichita, Kan. O'Day then plsys **Tom Packs** dates at Bston Rouge, La., snd New Orleans, and resumes Davenport dates in January. O'Day closed with Packs in Boston August 30 end since then has been playing fairs for Klein Attractions.

**Al and Louise Weir** played a September 13 party for the Pi Lambda Phi fraternity, University of Cincinnati, Al doing his clowning and Louise her serial act. They also presented their singing dog, **Tyrone**. Following the date the Weirs left for a September 21 appearance on **Ed Sullivan's** "Toast of the Town" TV show in New York. . . **W. D. Bender's** miniature circus, booked by Perry Motor Sales, appeared before large crowds at Stark County Fair, Canton, O., September 1-5.

**J. M. Van Splunter**, secretary of the Thomas J. Nichol Brass Works, Grsnd Rspids, Mich., is making a new steam calliope for **C. S. Karland**, owner of Karland's Three-Ring Magic Circus. Karland says tht the calliope incorporates tbe latest valves and the newest of Van Splunter's ideas.

**Robert D. Good** and family, Allentown, Pa., visited with **Jergen** and **Anna Christiansen** when the latter presented their mixed grouo Liberty act at the rerent Reading (Pa.) Fair.

The story of **Paul M. Conway's** experienee as a reporter on The Macon (Ga.) News will be told on "The Big Story," NBC television program, on Friday (26). The yarn was carried on the radio version of the show s year ago. Conaway, former newspaperman and circus press agent, now is an attorney in Msron with many outdoor shows as clients. . . **Bill Green**, former press agent for Polack Eastern, is with the Olsen & Johnson "Skating Vanities" show playing auditoriums. . . **Andrex**, cloud-swing performer, is making television appearances in the Chicego srea. . . **George Marquis** is putting in his 10th season as emsee on **Dr. E. R. Braly's** grandstand circus playing fairs.

(Continued on page 73)


**WANTED**
One more Agent experienced in booking sunpice dates for promotion for Indoor Circus. Must be high class. Year round work. Write or wire.
**A. J. ANDERSON**
107 E. Lexington Independence, Mo.

**PHONEMEN**
ETSONC AUSPICes
BOOK—TICKETS
TOP COMMISSION
**FRANK CRETELLA**
285 St. John St. New Haven, Conn.
UNIVESEITY 5-4562

**PHONEMEN**
Special Eisenhower Edition of THE REPUBLICAN SPOKESMAN (NEWSPAPER). Selling advertising and support. This is the best deal on the East Coast. 25% gold daily—all the phone book is corded. 90 days of fast work.
**MACK WITZER**
704 Market St. Camden 2, New Jersey
Emerson 5-5000

**WANTED ★ WANTED ★ WANTED**
Family Acts doing three or more for Indoor School Circus starting Oct. 15 for 7 weeks. Then 10 weeks starline engagements. Feb. 2nd. Acts working our indoor shows given preference for outdoor season. Also want 2 clean White-Face Clowns. Jimmy Trey, write.
**BURLING BROS.' CIRCUS**
R.F.D. #2, Waynesboro, Penna.

**WANT ANIMAL ACTS**
To open Oct. 1st. Four weeks' work.
**HOLLYWOOD CIRCUS CORP.**
559½ 15th St. Des Moines, Iowa

**PROMOTERS**
—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event on at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

**10 ★ PHONEMEN ★ 10**
**GROTTO CIRCUS of WASHINGTON, D. C.**
Office now open. Must be able to start work immediately. Other dates to follow. Banners, U.P.C.'s, Block Tickets. Call or wire.
**MEARL N. JOHNSON**
KALLIPOLIS GROTTO, Hobart 5256
1601 U. St., N.W.
or
GOOSEVELT HOTEL
2101 16th St. N.W. DEcatur 0800

**PHONE MEN**
Top sponsorship. 100% co-operation. Leads furnished. If you have a better deal, I will join you. Transportation and phone call refunded if you can sell me on the phone.
Long Branch 6 1883, Long Branch N. J.

**PHONEMEN**
1—Labor Paper. 2—Steady work. 3—Good commissions. 4—Pleasant working conditions.
LABOR COUNCIL BULLETIN
**HARRY WALTON**
Director Advertising
298 Noke St. Gadsden, Ala.
Phone 4546

**WANTED**
Wild West Team or Couple
**Al G. Kelly & Miller Bros.' Circus**
Bethany, Mo., Sept. 26; Trenton, 27; Cameron, 30.

**AT LIBERTY**
"BIG BABE," gentle performing elephant. Dog and Pony Act. Two outstanding Acts. Can go to work any place after October 1. Wire or write
**JIMMY O'DELL**
396 Arcade Bldg. St. Louis, Mo.

*The Original* *One and Only*
**CHARLES PETERSON'S**
WORLD FAMOUS BAREBACK RIDING DOGS

Available For 1953 Season
*Now Appearing With*
**POLACK BROS.' SHRINE CIRCUS**
Western Unit
Address: HARRY NATRANO'S AGENCY
48 WEST 48TH STREET NEW YORK 19, N. Y.

**HAWTHORN BEARS**
★ 5 BEARS ★ 18 TRICKS ★ 8 MINUTES
Libertyville Illinois

**WANTED**
**TWO MEN TO TACK BANNERS**
Ringling-Barnum Circus. Long season.
**F. A. BOUDINOT**
139 N. Clark Street Chicago 2, Ill.

**CONTRACTING AGENT**
One more Contracting Agent for fast stepping Indoor Hillbilly Jamboree and Circus Revue. Must be able to book top auspices and set promotions. Wire where and when to call you. Salary plus to producer.
**TOMMY SCOTT SHOW**
ALL WEEK, TRI-STATE FAIR, AMARILLO, TEXAS.

**PHONEMEN**
Very Big Shows. Programs, Banners, U.P.C.'s and Tickets. This deal permits us to take on only men of the highest caliber, on drunks. The finest working conditions and accommodations. Pay daily. Very good commissions.
**WES THORNE**
PIEDMONT HOTEL ATLANTA, GA.
Several other deals follow. Six months top grade work.

# Brockton Mulls Oct. Opening for 1953

## Nighttime Harness Rocing ond Doytime Grandstand Shows Moy Be Considered

BROCKTON, Mass., Sept 20.—An October, 1953, Brockton Fair, with expanded agricultural aspects, elaborate afternoon track and grandstand attractions, elimination of the night show and substitution of harness racing under the lights were among the changes dismissed in fair circles here as the 1952 event was closing last week.

To all this conjecture, Frenk H. Kingman, fair secretary, had "no enmment," but the talk continued and seemed almost certain to last into the policy sessions of the Brockon Agricultural Society lato this year and early in 1953.

Even tho this year's event, the 77th, suffered a drop of 12,185 in attendance, as compared with 1951, the fair was said by Kingman to have been a success from every standpoint.

Saturday (13), the final day, 32,720 peid admission brought the week's total to 187,852. The opener, Saturday (6), saw 2,243 more paid admissions than the same day a year ago. The week was marked by perfect weather. Herewith is a daily comperison of attendance and figures:

| | 1952 | 1951 |
|---|---|---|
| Saturday | 21,008 | 18,765 |
| Sunday | 35,704 | 40,825 |
| Monday | 12,675 | 13,557 |
| Tuesday | 30,560 | 32,222 |
| Wednesday | 15,258 | 18,314 |
| Thursday | 15,679 | 15,884 |
| Friday | 17,288 | 21,051 |
| Saturday | 32,720 | 36,745 |

The possibility of returning to the October dates, abandoned after the 1925, will bring much discussion. There are an assortment of reasons being advanced for the proposed change, outstanding among them being tha weather.

The gradual change in the elements each year which frequently now developes storms and winds, notably during Septsmber, has creatsd a problem for outdoor entertainment productions. And even tho a show is lucky enough to get the type of weather served up last week, it is still hot and humid on the grounds.

Of equal importance in considering the date change is that September is not suited to getting the best out of the agricultural exhibits and livestock showings, and officials believe that both of these segments are highly necessary to the success of the event.

On the other band, one argu-

(Continued on page 75)

# Bridgeton Gate Same as '51 But Biz Is Up

BRIDGETON, N. J., Sept. 20 — Cumberland County Fair closed its five-day run here today, with business slightly ahead of 1951 totals. The gate was about even.

Good weather, with cool, slightly cloudy days prevailed. O. C. Buck Shows, on the midway, reported business considerably ahead of last year. Ride and concessionaires did particularly well.

The grandstand show, booked thru Crook & Rose, played to fair crowds. A six-act program ptsyed Tuesday and Wednesday (6-7), with a new five-act bill coming on for the remaining three days.

Opening day grandstand attraction was Sunset Kit Carson, radio and TV performer, while Ranger Joe and Sally Starr, also of radio and TV, were set for closing day.

Over 200 feet of commercial exhibit space was added to the fair and local observers asid that interest in the livestock cavalcade was the highest ever.

Weekly features included a crowning of Miss Bridgeton and Miss Cumberland County, a band contest and a baton-twirling contest. This year's fair was combined with Salem County Fair.

# Tyler, Tex., Biz Up 20%

TYLER, Tex., Sept. 20.—East Texas Fair closed its six-day run here Saturday (13) after pulling an estimated attendance of 120,000, an increase of 20 per cent over last year's figure.

Fair this year boasted its largest livestock show on record, with more than 500 head of registered cattle in several divisions. Bill Hames' Shows provided the fun zone attractions.

# San Jose Gate Tops '51 Run With 221,627

SAN JOSE, Calif., Sept. 20.—Ending its annual seven-day run Sunday (14), the Santa Clara County Fair here pulled 221,627 people to beat its 1951 mark by 15,605. Russell E. Pettit, secretary manager, reported that hot weather the last three days cut into attendance.

A new $300,000 swine and sheep building, covering over two acres, was used for the first time this year.

The grandstand show was booked by Lane Productions of Oakland and San Francisco and presented under the direction of Earle M. Caldwell. Acts included the Heien O'Neill Dancers (12); Los Gatos Trio, George Curlin and orchestra (20), Dwight Moore and his 12 dogs, Jack Marshall, Cecil Stswart's Rogues, West and Page, and the Royal Semoans, (10). Rudy Mueller's etsphants were used in the arena.

Free entsrtainment on the promenada stage featured Larry (Bozo) Valli, Zimbo, Wimpy, and Art LaRue, clowns. Strolling music was by the Franciscan Trio. Fireworks display was presented by Atlas Fireworks Company of Los Angeles.

With much attention being given national politics, Pettit had a Mueller elephant, labeled "Ike," and a mule with a "Steve" sign at the gates opening night to take tickets.

West Coast Shows played tha midway for the eighth consecutive year.

# Pomona Eclipses 1951 Attendance

## First Week's Turnouts Surpass All But Record 1948 Operation

POMONA, Calif., Sept. 20.—The words "Silver Jubilee" at the Los Angeles County Fair took on added significance during the first six of the annual 17-day run. Silver was plentiful as was the juhllee spirit. With an attsndance of 354,511 for that period, the event was nearly 30,000 ahead of the same period a year ago. The pari-mutuel handle was up nearly a half million dollars compared with the five recing days in 1951.

The opening day, Friday (12) exceeded all previous debuts including 1948 when the fair totsled its record attsndance of 1,254,503. The six day total thia year exceeds all other years in that stanza except the first operetion following the shutdown during the war.

Comparing six-day periods, this year's run is 27,469 ahead of 1951; 50,940 over 1950, and 35,363 ahead of 1949. However, it trails 1948 at this time with a needed 59,238.

### Daily Gains

The daily figures have shown a consistent gain over last year and equaling 1948 is not a far fetched goal of the management, headed by C. B. (Jack) Affierhaugh, praaident - general manager.

With five days of escing in (there sre no Sunday beats), the pari-mutuel windows had handled $2,727,591, against a comparative pariad in 1951 of $2,307,703.

The grandstand show for the first nine days winda up tonight. Liberece is featured with an orchestra directed hy his brother, George. Presented on the stage in front of the 8,000 seater, the show has beaten last year's wrestling matshes. However, the

(Continued on page 75)

# Shelby Has Slight Dip From 1951 Attendance

SHELBY, N. C., Sept. 20. — Altho slowed down by rain Thursday and Friday (18-19), Cleveland County Fair anticipates a total attendance of nearly 175,000 by the Saturday (20) closer. This figure would be 10,000 under the total racked up last year when the event played to good weather. Grosses for this year will probably be somewhat higher than recorded in 1951, however, said Dr. J. S. Dorton, director.

James E. Strates Shows on the midway reported a 15 to 20 per cent increase over last year's opening. Altho the rains hampered the carnival during the tatter part of the week, Friday was designated as Rural School Day, and the kids weren't bothered a bit by the downpour. They came out in droves. A clesr day Saturday should put Strats in good shape for a profitsble run.

The grandstand attractions, which included George Hamid's Showtime Revue, Jack Kochmsn's Hell Drivers, Joie Chitwood's Auto Daredevils and a variety hill, played to he. lthy houses even tho the grandstand itself was only partially rebuilt after last year's fire.

Director Dorton described the temporary stand as "about 10,000 square feet of dirt with wooden seats set unto the grassy top." By fair time nert year, the structure will hava been comptstsly rebuilt and modernized, he added.

The Hamid revue, emseed by Bernie George, played nightly, with the variety acts taking the matinees Kochman's unit did the Wednesday evening (17) show, and the Chitwood aggregation was to be featured closing night.

General admission to tha fair, which opened Tuesday (15), was 60 cents for adults and 30 cents for children.

# Norwalk, O., Pulls 50,000

NORWALK, O., Sept. 20.—Huron County Fair wound up its five-day run here Saturday (13) after drawing an estimated 50,000 people, a 13 per cent increase over last year's turnouts. For the first time in asven years, the fair's run was not interrupted hy rain.

According to Elfreda Crayton, secretary, 15,464 individual gate tickets were sold along with 1,000 family membership tickets. Free admissions included 15,500 school children, 1,500 junior fair members and over 1,200 exhibitors.

# Opening Richmond Gate Is 25% Ahead of 1951

RICHMOND, Va., Sept. 20. — Rains greeting the opening of the 10-day Atlantic Rural Exposition here Friday (18), but clesring weather by mid-afteroon brought the opening-day crowd to 25,000, about 20 per cent ahead of the 1951 opening.

J. A. Mitchell, fair manager, said that the fair is carrying 25 per cent more concessionaires this year, and that 500,000 square feet have been sdded to commercial exhibitions.

The Cetlin & Wilson Shows on the midway were going strong opening day, with a heavy ptsy reported at rides and shows. Food and drink concessions ware doing well.

### Irish Horan

Irish Horan's Hell Drivers provided the grandstand show Friday and Saturday (19-20), with stock car races Saturday afternoon. Motorcycle racas are set for Sunday (21), and big car rares for Thursday (25).

"Grandstsnd Follies of 1852," booked thru George A. Hamid, plays the grandstand Monday (22) thru Saturday (27).

Cetlin & Wilson, knocked for a $250,000 loop hy a storm at Sedalia, Mo., a month ago, has completely repsired damage to tents, light towers and Ferris Whesl.

The big aluminum Commerce and Industry Building was modified this year to give space for women's exhibits. The department formerly was housed in a tsnt.

# Huron, S. D., Racks Up New Gate, $ Mark

HURON, S. D., Sept. 20.—South Dakota Stats Fair set up new records at both its outside gate and in the matter of receipts, Phil Rensvold, secretary, announred on releasing official results this week.

A total of 182,800 people came out for the six-day event, topping last year's record turnout by some 12,000. Receipts for the '52 exposition hit a new high of $414,550.12, topping the '51 record of $141,365.37.

Net profit will not be known until the Stats audit is completed and all bills are paid, Rensvold said. Last year's fair netted a profit of some $15,000 hut increased opereting costs may teke a bigger bits of this year's profits, he said.

Largest grandstand crowd of the week was a sellout for the Joie Chitwood auto thrill show.

# Allegan, Mich., Sets Records; Pulls 100,000

ALLEGAN, Mich., Sept. 20.—Allegan County Fair brought its centennial run to a close here Saturday (13) with an estimated attsndance of 25,000 that brought its total gate count to a record 100,000. Previous high of 72,000 was tshbed at last year's annual, Clair McOmber, board member, asid.

Barnes-Carruthere grandstand revue, featured night attraction, also topped all previous years from the standpoint of receipts. Irisb Horan thrill show, pulled sizahle crowds to its one performanre but figures showed it was off 10 per cent. Harness races were popular with 185 horses registered.

Happyland Shows, which held down the fun zone, was up 20 per cent over '51, acoording to fair officials. The Diane Ross gal show topped the midway with Charley Hodge'a Sideshow running a close second.

# Parking Hurts Mineola Gate, But Attendance Hits 357,000

MINEOLA, N. Y., Sept. 20.—Despite five days of blazing hot weather, attendance totals at Mineola Fair here trailed the record set last year by 44,000. This year's totel at the five-day event which ended Saturday (13) was 357,000 compared with 401,000 in 1951.

Fair officials said they were sattsfied tho, and pointed out that the fair was a money-maker. Charles Bochehrt, fair manager, said that 10 acres of parking area were taken hy the county for construction purposes, and added that the 1951 record might have been equalled bad this area been available.

Toward the end of the week thousands of persons left the grounds disappointed because no parking space was available.

The day-by-day attendance figures snowhalled. Opening day crowd, Tuesday (9) was 46,000, with 55,000 Wednesday, 64,000 Thursday, 70,000 Friday and 123,000 Saturdsy, Bochert said.

On the midway, I. T. Shows started off slowly, hut gained momentum and, with a hefty Friday and Saturday, pulled even with 1951 husiness.

Tha free grandstand show, which featured ox-pulling contests and othar rural endeavors, ptayed to capecity at every performance Genarel admission was 60 cents for adults.

# Danbury Gets Underway Sat.

DANBURY, Conn., Sept. 20.—83d annual Danbury Fair begins its nine-day run bere Saturday (27). Playing the midway will be the O. C. Buck Shows.

Ward Beam's Daredevil drivers provide the grandstand thrill show opening day, which has been designated as Stats Grange Day.

Stock car rerss on the one-third mile track are scheduled October 4 and street parades are set each afternoon at 2:30.

# Blackfoot, Idaho, Gate Beats Last Year by 20%

BLACKFOOT, Idaho, Sept. 20.—Eastero Idaho State Fair, despite rain one day and wind and cold on two days, wound up its five-day run here Saturday (13) with attendsnre estimated to be 20 per cent ahead of last year. Weather the final two days was ideal.

The increase at the front gats was also matched at the grandstand, according to Ruth Hartkopf, secretary. The Barnes-Carruthere night show, brought in by Fred H. Kressmann, had three sellouts during the week. Revival of auto recing on Friday and Saturday afternoons proved a popular decision and good crowds came out both days. Tha races, both big car meets, were presented by National Speedways, Inc., with Gaylord Whits representing tha Chicago concern.

Running races, the matinee feature the first three days of the run, pulled good crowds. The speed events were augmented by a 4-H talent show that drew entrants from 15 counties. Prizes for this added attraction, which proved exceptionally popular, were university short course scholarships.

Siehrand Bros.' Carnival and Circus dtd a big midway business all week and spending was reportedly good. Altho official figures wers not available, it was estimated that grosses exceeded last year hy at least 10 per cent and might possibly hit the 15 per cent mark before tha fair closed this evening.

Exhibit-wise, the fair broke several records, according to Mrs. Hartkopf. This was particularly true in the livestock division, which had the largest number of entries on record.

# Springfield Trails 1951 by 35,000

## Olsen and Johnson Play to Full Houses; Hamid Acts Pull Okay at Night Show

SPRINGFIELD, Mass., Sept. 20.—Attendance at Eastern States Exposition passed the 300,000 mark Friday afternoon (19), but with two days of the eight-day meet remaining, it is doubtful if this year's gate will approach the record-shattering 423,000 set last year. Comparative day-by-day figures for the first five days follow:

| | 1952 | 1951 |
|---|---|---|
| Sunday | 78,830 | 85,694 |
| Monday | 82,434 | 81,375 |
| Tuesday | 37,565 | 37,381 |
| Wednesday | 58,132 | 57,605 |
| Thursday | 47,269 | 48,938 |
| TOTALS | 284,230 | 320,991 |

Sunny weather greeted the first five days of the fair, but a rain which broke noon Friday (19) and which is expected to last thru the week-end, will probably hurt the gate the last three days.

**2 Marks Set**

Total attendance figures are running about 35,000 behind 1951. However, records were set Tuesdays and Wednesday (16-17) when the gate was 37,565 and 58,132, respectively.

Sell-out crowds jammed the 8,100-seat Springfield Coliseum for the Olsen and Johnson show, but only fair attendances were reported at the grandstand night show (average about 2,000 per performance) where 10 George A. Hamid vaudeville acts have been booked.

The nightly fireworks display, (Continued on page 75)

# Name Williams New President At Columbia

COLUMBIA, S. C., Sept. 20—Ransome J. Williams, former governor of South Carolina, has been named to succeed D. O. Witcover, who died September 7, as president of the South Carolina State Fair. Williams, an insurance broker, has been associated with the fair operating group for many years as vice-president.

Witcover, who headed up the fair board for the past 30 years, died at 79, following a long illness. Uncle Dave, as he was affectionately known to many patrons of the Columbia event and to a host of show business friends, was elected president of the fair without his knowledge. He was chosen, it developed because the fair had not been doing well and his success in the clothing business in Darlington, S. C. indicated to the directors that he was the man to pull the annual out of the red.

When he took over, the plant was in poor condition and there was little to go on, but, nevertheless, the first presentation was a success as were all other fairs under his regime. The fair is a private business venture and operates without State aid. Even so, a policy of pay-as-you-go was maintained thruout the Witcover regime, numerous improvements were made, and there still remains a large bank balance, a sizable investment in government bonds and valuable property.

**Arm-Chair Operation**

Operating a fair was simple as could be once the gates were opened, according to Uncle Dave and his side-kick, Paul V. Moore, secretary-manager thruout his regime as president. Once the annual opened, the two execs could be found seated in comfortable chairs outside the administration office and there they remained, except for excursions over the grounds for their own entertainment. Strangely, everything that was supposed to happen did, and on schedule, and seldom was a problem acute enough to cause them any consternation.

Uncle Dave recalled that he was able to relax only after he found a solution to the innumerable midway problems that used to occur at the fair. Max Linderman, the late general manager of the World of Mirth Shows, promised to eliminate the trouble and he did with the result that any show, now owned and operated by Frank Bergen, Linderman's partner, was assured the midway contract thru Witcover's lifetime—a unique position held by few shows.

# Cincy Carthage Hangs Up New Mark at Gate

CINCINNATI, Sept. 20—Paid attendance of about 70,000 and total attendance near the 100,000 mark set a new record for Greater Cincinnati Carthage Fair here, September 10-13. The 97th annual, said Secretary Clarence A. Peters, was one of the most successful in the history of the sponsoring Hamilton County Agricultural Society. While cash figures are not available at present, Peters said it is certain that the fair finished well in the black.

This year's event was in marked contrast to the 1951 fair, which was hurt by rain. Weather this year was perfect, and this was reflected in spending on the midway, occupied by the Gooding Amusement Company No. 1. The Gooding show grossed about $10,000 this year, said Peters, up considerably from the 1951 figure.

Each day of the fair was dedicated to some special group or political subdivision, starting with Hamilton County Day Wednesday (4). Succeeding days were Agricultural, Industrial, County Commissioner and Public Officials' Day, School Children's Day and Cincinnati Day.

Talent line-up appearing daily before the grandstand included Myrt and Gert, clowns; Jewel and Charley Poplin, Funny Ford; Jacqueline Teeter, high pole; Shooting Mansfields, Camille's Hollywood Dogs; Jack Meyand and Jeannette, juggling unicyclists; Mike the Chimp, and Leo and Josephine Gesca, wire and balancing, all booked by Bob Shaw, of the Gus Sun Booking Agency, Springfield. O Acts were presented during afternoon horse races and the nightly horse shows. Trotting race purses totaled about $26,000.

Exhibits were of high caliber this year and most of the commercial space was sold, said Peters. Agricultural produce was the only division to be below standards of previous years owing to drought conditions in the area. Exhibits that drew considerable interest was a display of pictures by the Navy and a wild life exhibit supplied by the Ohio Wild Life and Conservation Department.

# Reading Gate Up 10,000 From 1951

## Total Is 322,164; Friday Pulls 62,249, Spending Off; Grandstand Is Down 15%

READING, Pa., Sept. 20—The Reading Fair wound up its eight-day stend here Sunday (14) with a 322,164 attendance, 10,000 shead of 1951. Biggest day was Fridsy (12) with 62,249. A day-by-day breakdown follows:

| | 1951 | 1952 |
|---|---|---|
| Sunday | 45,614 | 45,923 |
| Mondsy | 15,691 | 12,467 |
| Tuesday | 48,516 | 43,917 |
| Wednesday | 47,910 | 45,410 |
| Thursday | 34,156 | 31,152 |
| Friday | 28,156 | 62,249 |
| Saturday | 50,923 | 42,873 |
| Sunday | 41,249 | 38,173 |
| Totels | 312,218 | 322,164 |

The old saw about a fair needing only one smash day to keep ahead of the game was emphasized at this year's annual. With the exception of opening day, when 1952 attendsnce was ahead of last year's crowd by only 300, Friday (12) was the only day which topped 1951 totals.

**All It Took**

But one day was all it took. By topping last year's attendance for the day by over 34,000, the attendance deficits for six days were erased and 1951 attendances were topped by more than 10,000.

Westher was perfect and fair officials pointed out that ceonomic conditions were largely responsible for the only average attendance at the fair. Labor difficulties—including the recent steel strike and summer closings of several other local mills—were reflected in the money spent at the grounds.

**Grandstand**

Only two grandstand attractions drew SRO crowds—the Miss Resding Fair Beauty contest Saturday night (13) and the AA big car auto races on the closing Sunday (14).

Grandstand sttendances for the week were off 15 per cent.

John S. Giles, Resding Fair president, said that "in spite of the general economic conditions in this area, the results of the 1952 Reading Fair were more than gratifying. We had expected business to be off, but the fact that 10,000 more persons visited the fairgrounds this year pleased us no little."

There was one innovation. Cetlin & Wilson Shows, which previously pulled stekes Saturday (Continued on page 75)

# Midway Units Hit Record at Memphis

## Groscurth Line-Up Embraces 16 Rides, More Than 20 Shows, 200 Concessions

MEMPHIS, Sept. 20—Midway at the Mid-South Fair, which opened its 10-day run here Thursday (18) is jammed with a record number of rides, shows and concessions. Line-up at the opening consisted of 16 rides, 17 shows and about 200 concessions and more are to be added Sunday (21) when at least five additional shows will move in. All of the above are in addition to the rides, shows and concessions embraced in the permanent fairgrounds park set-up.

**Sally Heads Shows**

Holder of the fairs' midway contract is the Blue Grass Shows, owned and managed by Specks Groscurth. Ray Marsh Brydon has booked in most of the shows thru Groscurth. Sally Rand heads the show line-up and on opening day she piled up a highly satisfactory gross.

Other shows operating are Curly Thayer's Motordrome, Jimmy Miller's Tropical World, Dick Best's Four-Legged Girl, Betty Lou Williams, Jimmy Hurd's Alzora, Turtle Girl; B. H. Brownie's Big Snake, Raymond Walsh's two-headed calf, Earl Walsh's Sea Mammals, Jack Korie's Honky Tonk Revue and Cliff Miller's Midget Show.

**Due From Nashville**

Also Frank Ellis Gorilla Show, Fred Hoyt's French Casino, Doc Thomas' Harlem Hepcats, Mark Williams' Collette, Glen Porter's Side Show, Floyd Woolsey's Side Show, Bill Davis' freak animals, and the Last Supper, managed by Esther Groscurth. Shows yet to be added Sunday (21) are Cash Miller's Wild Life, Gertie Miller's Prehistoric Mammals, Greco Brothers Iron Lung, William Brownell's Life Show and Sam Baker's Funhouse. All five will jump in here from Tennessee State Fair, Nashville, where they close today.

# 25G Fire Loss At Canton Plant

CANTON, O., Sept. 20—Fire of undetermined origin destroyed two barns on Stark County Fairgrounds here Saturday (13) afternoon, causing a loss in excess of $25,000. County officials said it would cost more than $50,000 to replace destroyed buildings and to repair those damaged by the blaze. The buildings were insured.

Destroyed were the barn which housed poultry, pigeons and rabbits during the September 1-5 103d annual fair, and an adjoining pony barn. Flames also seared the siding on another pony barn adjacent to the one destroyed, and ate into the roof of the Grange Hall east of the poultry building.

Fifty firemen from Canton and two county volunteer fire departments fighting the blaze were hampered by an insufficient number of fire hydrants in the vicinity.

O. E. Barker, Minerva, fair secretary-treasurer, said fair directors at a meeting next month will consider replacement of destroyed buildings and repair of damaged structures.

**DISPLAY FIREWORKS**
*of Distinction*
Whether your Fair, Celebration or Event calls for a $50 display or a $5,000 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone
**CONTINENTAL**
R. R. 66 Jacksonville, Ill.
Phone 2-4918 or 1351

**WANTED**
ACTS OF EVERY DESCRIPTION FOR FAIRS, TELEVISION AND PICTURES.
**JOHN H. BILLSBURY**
1680 N. Vine St. Hollywood 28, Calif.
Phone: HI. 2747

**PROMOTERS**
Get on our Mailing List. Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you. Please state the date and type of event or at least one event which you have promoted in the past; specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Dept., The Billboard, 188 W. Randolph St., Chicago 1, Ill.

NORTH EAST FLORIDA STATE FAIR
**Jacksonville, Fla., Nov. 4 to Nov. 15**
Can place Legitimate Merchandising Concessions—Eating and Drinking Stands and Direct Sales. WRITE OR WIRE:
**CURTIS L. BOCKUS**
707 St. Johns Apts. Jacksonville, Fla.
JAMES E. STRATES SHOWS ON MIDWAY

**NORFOLK TRI COUNTY FAIR**
Princess Anne Fairgrounds—Oct. 1-11
WANTED — CAN PLACE — WANTED
SHOWS of all kinds.
RIDES Caterpillar, Rocket, Loopsr, Tilt-a-Whirl, Sock-o-Plane, Kiddie Rides of all types. What have you?
CONCESSIONS Cookhouses, Grab, Custard, Novelties, Age, Scales, Photo, Candy Apples, Lead Gallery, Glass Pitch, Wheels of all kinds, Hanky Panks, Bingo.
WANTED: Wild West Show or Rodeo. Also Thrill Show and Sensational High Acts.
**SAM BURGDORF, Secy.**
Room 205 New Monroe Bldg., Norfolk, Va. Phone 5-0740

**Is "SPEEDY" BABBS Really THE MAN FROM MARS!**
Can his act be duplicated? To date no attempt has been made to do so. WHY? Is it too risky? Is it because of no safety devices? Is it because of his many near fatal accidents? Has he a charmed life? Is he immune to pain, therefore returns to the act while still bandaged and taped up against the doctor's orders? Will he go OUT OF THIS WORLD in a flesh-searing Rocket-roaring crash, or die in bed?
Now booking for outdoor and indoor events. Your date may fit my open time. You can pay more but you can't get a more crowd-appealing, box-office-appealing act. It's big! Tons of equipment. Now in Strobilite. More sensational than ever. Blindingly beautiful Magnesium Rocket power finale. Beautiful wardrobe, many changes, presented with showmanship tact. This is your feature, entirely different from any act you have ever had. This is not a suitcase act (I wish it was).
Complete 16mm. sound film of the act sent on request. Standard offer. If after the first performance you are displeased, pay pro rata and I'll tear down. Lead up and leave. Write, phone or wire Pan-American Theatrical Agency, 850 Euclid Ave., Cleveland, Ohio, or Al Martin, Hotel Bradford, Boston, Mass., or "SPEEDY" BABBS, The Billboard, Cincinnati 22, Ohio.
*"I Defy Death to Thrill You"*

*Miss BeBe Says . . .*
FAIR OPERATORS SECRETARIES CONCESSIONERS

*AND ANYONE INTERESTED IN THE FAIR BUSINESS—*
**NEEDS THE BILLBOARD EVERY WEEK!**
*Make Money—Save Money. Subscribe Now—This Easy Way*

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes ☐ Please send me The Billboard for one year at $10
Foreign rates upon request
751
Name .....
Address .....
City ..... Zone ..... State .....
Occupation .....

# Allentown Spending Down 25% for WOM

## Midway, However, to Finish Well in Block; Local Food Concessions Hurt

ALLENTOWN, Pa., Sept. 20.—Altho business was off 25 per cent for the World of Mirth Shows at the five-day Allentown Fair which ends today. Owners Frank Bergen and Bucky Allen weren't shedding any tears. Bergen pointed out that last year's gross here was one of the highest in history of the evcot and that WOM will finish well in the black.

The railroad show set up in the rain Monday (15) and had a rough time getting enough local help. Good weather Tuesday and Wednesday was reflected in high grosses. Thursday rain cut deeply into revenues, but with clearing skies Friday (19) night the midway was humming.

Food concessionaires were off. Bergen attributed this to the plethora of church and fraternal restaurants and grab stands which were turning out good food at prices below cost to WOM concessionaires.

**Club 18 Strong**

The Club 18 show and Rose's Midgets ran strong all week, while business at Gay New Orleans was just fair.

WOM had trouble getting here. A three-hour delay in New Haven, Conn., and a three and a half hour delay in Easton, Pa., put the show behind schedule. That coupled with the labor shortage started the show off on a sour note.

Tuesday (16) was kiddie day and a large throng of youngsters attended.

**Cycle Crash**

Flash White and Windy Pelia, of the Motorcycle Maniacs, crashed into each other Thursday (18) while attempting a crisscross, but neither was seriously hurt. Allentown is a jinx town for White. This marked the fifth time in six years he has cracked up here.

The shows go to Trenton Sunday (21) to play New Jersey State Fair for a week, then move below the Mason-Dixon Line for fairs the remainder of the season. Wind-up date is November 12 at Savannah, Ga.

Lou King, secretary of concessions, married Jean L. Naylor, of Ottawa, here Thursday and a reception was held for the couple in the Green Room of the Americus Hotel this morning.

# RAS Scores Okay Grosses At Joplin, Mo.

JOPLIN, Mo., Sept. 20—Carl Sedlmayr's Royal American Shows wound up their five-day stand here, under Elks' sponsorship, Thursday (18) after racking up satisfactory business thruout the week. High point of the stand came on Monday (15) when the org day-and-dated the Ringling circus, which set up immediately across the street. (See story and and photograph in General Outdoor section.)

The circus made a special announcement after both performances that day, urging audiances to visit the "world's largest carnival." Thousands followed the advice to keep rides, shows and concessions busy most of the day.

On Tuesday (16), 50 performers from various back-end shows entertained children at the Crippled Children's Home and then visited the local tuberculosis hospital where they performed for an audience of over 500. The following day, youngsters from the local orphanage and the Big Brother's Farm School, were entertained on the midway.

Wallace Cobb, show's trainmaster, flew to Little Rock on Monday (15) to inspect the new railroad spur that the Arkansas Livestock Show has installed on its grounds. The spur will save RAS a long haul and also provides the annual with better loading and unloading facilities for livestock.

# Chattanooga Has 2 Days of Rain; Gate Up to '51

CHATTANOOGA, Sept. 20. — Rain peiled Chattenooga-Hamilton County Interstate Fair all day Monday (15) and part of Thursday (18), but the event wound up its six-day run tonigh, with total attendance close to that of last year. Going into the final day, the paid gate count was 10,000 under the same point last year, but weather today was ideal and Maude Atwood, fair secretary, said that tabulation of the day's gate would overcome the early attendance loss.

The Amusement Company of America was expected to wind up with a gross almost equal to that of 1951 despite the two days of rain. Greater earning power of the ACA this year was credited with maintaining midway grosses in the face of the rain. Grandstand show, offered for free, consists of acts booked thru the George A. Namid Agency, New York. Fair operates with a 50-cent front gate.

# Season Spotty For Buck Org

BRIDGETON, N. J., Sept. 20.—O. C. Buck Expositions moved here this week in its next to the last stand of the season, after a tour that has been spotty, according to Manager O. C. Buck. Weather hit the early still dates but fair dates were unusually good.

Org opened here Tuesday (16) with a surprisingly good Kid's Day business, the largest on record here at the Cumberland County Fair. Despite much polio publicity, the youngsters turned out in droves to take advantage of the daytime ride price of 9 cents.

James Tripodi took over management of both girl shows and is featuring Raven and her bubble bath, season-long attraction at Coney Island this summer. He also introduced Madge Carmile, Denise Taylor and Karin Quinn.

Owner-Manager Buck, who will again operate rides at Cacolina Beach this winter, announced he had signed '53 midway contracts with the Governeur and Rhinebeck, N. Y., fairs and the one at Great Barrington, Mass.

Mr. and Mrs. Sidney Goodwalt recently took delivery on a new Buick for their winter trip south. Others planning to head south either this week or next week at Danbury, Conn., include Mr. and Mrs. Frank Vogbt, Mr. and Mrs. Frank Carpenter, Mrs. Maria Siefker, Whitty Sutton, Jack Burke, Mr. and Mrs. William Beldock, and Mr. and Mrs. Joe Rice.

Dick Tolman, show's secretary, plans to visit his daughter in Chicago. General Agent James L. Quinn will winter in New York City while Roy F. Peugh will return to Charleston, S. C., and Jacksonville, Fla., with the James E. Strates Shows.

## Lee Amusement Set By Tallahassee Fair

TALLAHASSEE, Fla. Sept. 20.—Lee Amusement Company, owned by N. L. Creson, Montgomery, Ala., will show on the midway of the Tallahassee Fair here, Lloyd Rhoden, the fair's secretary-treasurer, announced this week. Rhoden called attention to a recently published advertisement by the Gold Medal Shows in which that show advertised it would play a fair here.

# JOE ARCHERS TO QUIT ROAD

LOS ANGELES, Sept. 20.—Pearl and Joe Archer, who have operated taffy concessions at fairs in the West for several years, are retiring from the business. Their decision followed an accident near Madera in which two persons were killed.

The concession truck, en route to Sacramanto for the California State Fair, was demolished when it was hit by an on-coming automobile. Max Archer, who was driving the taffy truck, suffered back injuries.

Joe Archer has been interested in promotions here of late and was the director of the successful Navy Relief Carnival in San Diego. He said that he had been forced to cancel fairs on which he had booked, following the State Fair. These included the Ventura and the Arizona State Fair in Phoenix. Money paid for privilege was ordered donated to worthy charities.

# Puyallup Gate Lags For Initial 3 Days

PUYALLUP, Wash., Sept. 20—Altho a crowd of 64,000 turned out the second day of the 49th annual Western Washington Fair, September 13-21, a total of 137,630 for the first three days was about 10 per cent under the corresponding period of 1951 despite fair and warm weather.

Believed responsible for the drop was the circulation of polio stories in Pierce County and the rest of the State. This was reflected in business done by concessionaire Louis Lamken, who reported a slump in the sale of soft drinks and ice cream. Reports from food concessionaires, however, were good. George Cicovich, with a 300-seat cafeteria operation, grossed $10,000 the first three days, well above figures for the same days last year. Grandstand (12,500 capacity), sales also are ahead of last year's, recording two sellouts Sunday (14).

Three accidents, none serious, marred the first three days. Jockey R. B. Nopkins suffered spills in two night races owing to a slippery spot on the track. Victoria Zacchini sustained a wrenched back while doing a cannon act September 14, but was able to continue the act the next day. Sonny Tureman, appearing in the rodeo, suffered shock and bruises September 15 when a saddle bronk rolled over on him in the chutes. Bill Linderman, president of the Rodeo Cowboys' Association and currently leading in all-round world's championship cowboy standings, is appearing at the fair's $9,000 rodeo, as is Casey Tibbs, champion saddle bronk rider.

# IT Has Good Mineola Stand

SPRINGFIELD GARDENS, N. Y., Sept. 20.—I. T. Shows opened here Monday (15) for a week's still date after chalking up a strong five-day gross at Mineola (N. Y.) Fair.

Owner Phil Isser said that business ran slightly behind 1951 totals for the first four days, but that a surge closing day, Saturday (18) brought receipts up to last year's totals.

While the rides were slightly off from 1951 figures, food and drink concessionaires reported good business thruout the fair.

The Cortez Freak Show drew large crowds all week and Judy Lewis' ball game proved a moneymaker.

Going strong was the 11-ride Kiddieland, particularly Friday (12), Kiddie's Day.

# American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 20.—Recent visits included one to the James E. Strates' Shows, while the latter org was set up at the New York State Fair, Syracuse.

Plans have been substantially completed for the annual convention at the Hotel Sherman, Chicago. Dates are December 1-4.

Richard S. Kaplan, associate counsel, was a recent visitor here from his home town of Gary, Ind.

# NASHVILLE UP 35% FOR AL WAGNER

## Big Turnouts, Strengthened Line Up Produces '51 Topping Midway Grass

NASHVILLE, Sept. 20. — Al Wagner's Cavalcade of Amusements enjoyed its best business of the season here at the Tennessee State Fair this week. Aided by attendance that threatened to crack the fair's all-time '48 record, rides and shows racked up grosses that topped last year by 35 per cent.

Weather was also an ally, with the only rain of the week coming on Sunday (14), when a scheduled prevue was washed out by an early downpour.

Fun zone here was loaded with money-making potential, including 30 rides, 20 shows and close to 75 concessions. In addition, a newly revamped entrance arch went up here for the first time.

Kids' Day, normally on Friday, was held Monday this year and the youngsters swarmed over the midway all day to take advantage of reduced prices.

**Concession Row**

Concession row, confined to merchandise and hanky panks, was under the supervision of O. J. (Whitey) Weiss, assisted by Archie Wagner. Mrs. Nattie Wagner's cookhouse was, as usual, the meeting place for visitors. The eat spot is being managed by Curley Weber with Ben Buck as head chef. Frank Lee, show's press agent, scored heavily here in the local papers.

Back-end line-up included seven office-owned units, monkeys, ministrels, Arcade, midgets, Funhouse, Glass House and Bird Show.

Also operating here are Art Bassett's "Models of 1952"; Frank James' "Girls from the South Pacific"; Fred Sindell's "Coney Island Frolics"; Carl Laughter's Circus Side Show; Capt. Charles Thompson's whale; Cash Miller's "Prehistoric Mammals" and wild life; Everett Fillingham's thrill show, Sam Greco's lung; Burns and Burns' torture unit; Dick Nyland's life show, and snakes, owned by Jeff Griffin.

# Alamo Starts Stretch Run; Adds 3 Shows

MIAMI, Okla., Sept. 20.—With five successful fair dates already under their belts, Owner Jack Ruback and personnel of Alamo Exposition Shows are looking forward to a strong stretch drive as the season nears its close. Ruback said this week that the shows have seven more fairs to play before the shows make their run to the barn.

Strong back-end elements added recently include John T. Nutchens' Side Show, Minstrel Show and Illusion Show.

Side Show line-up includes Leo Palmer, human pincushion; Jerry Moss, blada box; Lavina Black, electric chair; Bobby Moore, sword laddar; Mabel Atkins, blade box; Mallotts, mentelist; Betiy Broadbent, tattoo lady; Jose H. DeLeon, armless wonder; Sadie Anderson, leopard skin girl; Louisa Logsdon, annex; Nutchens, owner and inside lecturer, and Lucille Hathaway, four-legged girl.

# Ken Garman Moves to WQ

EXCELSIOR SPRINGS, Mo., Sept 20—K. N. Garman's Sunset Amusement Company moved into its permanent winter quarters here this week after closing Saturday (13) at the Southwest Missouri District Fair, Cape Girardeau.

Business at Cape Girardeau was off due to a 20 per cent dip in attendance. Earning power of the midway org was lower with about 30 concessions up, compared to the 50 that worked last year.

Business for the season was up slightly, according to Garman, altho spring grosses were off. The Garmans, after putting the show into quarters here, plan to head for Coral Gables, Fla., where they will spend the winter. The vacation will be interrupted by fair meetings this winter.

# Krekos Reaps Strong Biz At San Jose

SAN JOSE, Calif., Sept 20.—The combined West Coast Shows and West Coast Exposition Shows garnered strong business here during the seven-day Sante Clara County Fair, which closed Sunday (14). Mike Krekos, general manager of West Coast Shows, operators of the two units, moved the No. 1 carnival 1,300 miles in two jumps to play the date for the eighth consecutive year.

The first unit, West Coast Shows, moved southward following the close of the Multnomah County Fair in Gresham, Ore. The jump from the annual to Medford cost $5,000 in truck repairs, resulting from motor trouble. Unit played at the Travis Air Force Base before coming into this city. Exposition Shows played Nollister, about 50 miles away, as it was routed toward this spot.

Equipment of the West Coast, managed by Narry Myers, and Exposition, directed by Eddie Heilwig, was combined on a midway 1,140 feet long and 550 feet wide. Four 60-inch searchlights were used along with four Diesel and four gasoline power plants. Twenty-four light towers gave the lot ample flash.

The units offered 18 major and 10 kid rides, 8 shows, and about 75 concessions. Rudy Mueller's elephants, camels, and ponies were featured as a free act. Act has been traveling with the West Coast unit all season.

**Business Brisk**

Business on the midway was brisk from the outset. With a 6 o'clock opening on Monday night (8), the fair pulled 800 more that day than a year ago. Tuesday, which was Admission Day and a part holiday, jammed the area from noon until closing. The fair pulled 221,627 people against 203,022 in 1951.

Alex Freedman, novelty concessionaire, reported that his Tuesday business for thet day had equaled the 1951 take by 3 p.m. Freedman had the novelties from fence-to-fence.

Following the close of his engagement, the West Coast Shows moved into San Luis Obispo for a still dats. Unit is routed toward the Kern County Fair in Bakersfield. This is a first time for the show at this event, played for many years by Foley & Burk Shows. Exposition shows are in Walnut Creek with Madera to follow.

Krekos said that West Coast will close following its Porterville date, which it has had for 20 years. No. 2 unit's finale has not yet been decided.

# Midway Confab

E. H. Ruckes reports he closed recently with the Bardex Minstrels in Alabama. After a short rest he plans to join a carnival for the remainder of the season. . . . Carl Herrick is recuperating from a heart attack at his home at 611 East Kessler Boulevard, Indianapolis, and would like to hear from friends. . . . Frances Frazier spent two weeks recently with Mr. and Mrs. Tom Hickey, owners of the Gem City Shows.

Mrs. Emma Schroeder, who in past years had trouped with the Noble C. Fairley, Russell Bros., Clyde Leggette, Morris & Castle, Snap, D. D. Murphy, L. J. Heth, Royal American and Dee Lang Shows, has been ill for the past four years and would like to hear from friends. She is in a nursing home at 1908 South Lawndale Avenue, Chicago 23.

During Blue Grass Shows' stand in Clarksville, Tenn., Swazette, annex attraction on Floyd Woodsey's Side Show, enjoyed visits from Lisa Del Mar, of Gem City Shows, and Hattie Jo Star. Tax, Betty and Freda Yates visited Swazette while en route to their home in Tampa.

R. W. (Bill) and Rose Wilhoit, concessionaires rounding out their second season with Foley & Burk Shows, report that they did good business with their wonder dog concession at Tulare County Fair, Tulare, Calif. . . . Joseph Lekr, spot worker, motored from Philadelphia to the York, Pa., Fair to visit Mr. and Mrs. Nick Green, Mr. and Mrs. Herb Caplan and their son; Bennie Weiss and son, Jackie, and Leo Riley.

While playing Clarksville, Tenn., with Gem City Shows, Lisa DelMar, Side Show operator, visited Kitty Kally, Millie Desmond, Shawn Crawford, Cleo Stafford, Cleo Renee and Jack Korie.

Earl O. Douglas, Douglas Greater Shows, staged another wedding during a recent benefit for the Pacific Coast Showmen's Association on the Douglas Greater midway at Western Washington Fair, Puyallup. Among the 50 guests who saw Benjamin Jacobs and Alona Metcalf married was Jerry Mackey, PCSA president. The bride, a Douglas cashier, is the daughter of Mr. and Mrs. William Ford. Ford is the Douglas ride superintendent. Jacobs is a ride attendant. Douglas was best man and Mrs. Bobbie Douglas was matron of honor. Sharon Comstock was flower girl.

Williams T. Collins, owner of the shows bearing his name, arrived back at his Minneapolis home this week after visiting the Kentucky State Fair, Louisville. . . . Mr. and Mrs. Charles Roth, veteren concession folks, report they had a nice season on King Reid Shows with their hall game and spot store. . . . Joseph Lahr, also of the Reid org, writes that he will work the Bloomsburg Fair.

D. Wade, general agent of the W. G. Wade Shows, was a visitor at the Kentucky State Fair, Louisville, visiting with fair manager, J. Dan Baldwin, and Mr. and Mrs. Bert Britt, ride operators on the midway.

Ted Porter reports from Detroit that his Zeeleeka Show chalked up good business at the Bay City, Mich., Fair. Porter's new house trailer was the scene of three celebrations recently. The first occurred on the occasion of his birthday when his working crew presented him with a watch. Second party was staged for Fred and Judy Ricer, who purchased one of Porter's Girl Shows. The third was a farewell party which marked the close of Porter's season with the World of Pleasure Shows. Guests included the Ricers, Eddie White, Henry Johnson, Paul Hitchman, Dorothy Porter, Harriet Moore, Eddie Echols and son, and Zeeleeka.

Ray Oakes, Sr., Lyons, Ill., midway games manufacturer, and Mrs. Oakes, left recently for a month's sojourn in Hot Springs. While at the spa city, Ray intends to make several visits to shows in Texas, Louisiana and Arkansas. . . Sunny Venus, who has baen playing New England spots with her gal show and crime unit, is heading south for the 'ate fair circuit.

Mrs. Helene Tignor recently completed a series of treatments at the Gaston Hospital, Dallas, and is recuperating at her Clovis, N. M., home. Her address there is Box 174. . . Whitey Pinfold, concessionaire, advises that he is fully recovered from injuries suffered in a truck crash at Grecnup, Ill., in mid-August. Pinfold recently closed with Moore's Shows.

Mr. and Mrs. J. W. Dennis, game operators, escaped injury when their car and trailer ran off the road near Princeton, Mo., recently, and plunged down a 15-foot embankment. The house trailer and car were badly damaged when they both turned turtle.

Jack Sost has been ill with virus pneumonia at 20 Isabalia Street, Pittsburgh, since leaving Harrison's Greater Shows in Virginia, and would like to hear from friends.

Halen Goldens Side Show has closed with Jack Vombergs' Badger State Shows and has joined Ernie Farrow's Wallace Bros.' Shows for its tour of Southern fairs.


NEW WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST AND LARGEST MIDWAY!

WANT FOR
Youngstown, Ohio, Westside Merchants and Civic Association Fall Festival
*First Show in Youngstown in 15 Years*
This Festival is backed by over 200 Merchants and Businessmen. Meridian Road
Showgrounds week of SEPT. 29 thru OCT. 4
Want Concessions of all kinds that work for stock.
Can use Rides not conflicting—Octopus, Roll-O-Plane, Little Dipper.
SHOWS—Snake Show, Midgets, Illusion, etc.
Youngstown followed by Royal Oak, Mich., Community Fair, Oct. 8 thru 22.
All replies
World of Pleasure Shows, Warren, Ohio now; Youngstown next week.

JOHNNY DENTON'S
GOLD MEDAL SHOWS
Want for our outstanding route of fairs starting at the CHEROKEE INDIAN FAIR, CHEROKEE, N. C., with five more of the best fairs in the Southland.
SHOWS—Will place two or three nice Grind Shows.
CONCESSIONS—Will book legitimate Merchandise Concessions of all kinds. Can place A-1 Cookhouse for balance of season. Good opening for flashy Penny Arcade.
HELP—A-1 Foreman for 12-car Scooter. Foreman for Caterpillar Ride; Second Man on all Rides; must be licensed semi drivers. Contact:
ART FRAZIER, Concession Mgr., or JOHNNY DENTON, Gen. Mgr.
Gastonia, N. C., all this week

PRELL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR
WANT FOR
GREAT FREDERICK FAIR, FREDERICK, MD., SEPTEMBER 29 TO OCTOBER 4
OCTOBER 6-11 CHARLOTTESVILLE, VA., FAIR | To Follow | OCTOBER 13-20 HALIFAX COUNTY FAIR, SOUTH BOSTON, VA.
Eating and Drink Stands, Age and Scales, Hanky Panks, Fish Bowl. Will book four Kid Rides for rest of season—Rocket, Fly-o-Plane, Dark Ride, Glass House, Fun House. Want Hawaiian Show, Midget Show, Fat Show. Want Man and Wife to take care of French Fries for rest of season. Professor Valdain wants Talent and Musicians for Jig Show. Jack Galluppo wants Girls for Review. All answers to
SAM E. PRELL, CLINTON, N. C.

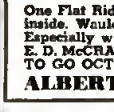
HANKY PANKS
IT WILL BE NEW AT CONVENTION TIME . . .
We will have 2 to 5 new Hanky Panks ready for production at that time, including the finest "OVER 30 AND UNDER 11 POP-'EM-IN" you have ever seen . . . the finest hexagon-shaped "3 BALL BUCKET" your eyes have ever glanced at . . . three various style 6 CATS, one Illusion, one York, one Pat . . . pick your own most CATS or PUNNS the finest that have ever been made. Made to last for many years. The heaviest canvas and best wood is always used by us. We are striving to bring out 2 more new Hanky Panks but have not yet reached the production stage where we know what we can charge for them. Personally I am leaving for Hot Springs Wednesday, Sept. 17, and will not be back until Oct. 17, but the factory and office help will continue full operations until my return.
WRITE FOR CATALOG
RAY OAKES & SONS
7731 OGDEN AVE. LYONS, ILL.
Day Phone: Lyons 3-6522
Nite Phone: Brookfield 3660

20TH CENTURY SHOWS
30 CAR RAILROAD SHOW ON TRUCKS
WANT TO BOOK FOR
THE TULSA STATE FAIR, TULSA, OKLA., OCT. 3 THRU 9
One Flat Ride or one Aerial Ride not conflicting. Any Grind Show of merit, must have something inside. Would like to hear from completely organized Minstrel Show, we have complete frame-up. Especially want UNBORN SHOW. (Joe Pankiv, please answer.)
E. D. McCRARY WILL BE ON TULSA FAIRGROUNDS OCT. 1. EVERYTHING MUST BE READY TO GO OCT. 2. WIRE
ALBERT MARTIN or E. D. McCRARY
KANSAS CITY, KANSAS, THIS WEEK

Attention, Carnivals!
WINTER WITH US
Best water in South. Free storage for extra things. Inside space for repairing. 40 large lots. Every modern convenience
Write
TRAILER TOWN
Box 4232 Jackson, Miss.
(3 Miles South on U.S. 49)

WANT WANT WANT
FOURTH GREAT ELLOREE COLORED FAIR
SEPT. 29 TO OCT 4, 1952.
Concessions: Cookhouse or Grab Stand, small Rings, Ball Game, Shooting Galleries, Pitch Till U Win, Water Games, Photos, Penny Pitch, Glass Pitch, some Percentage if you have Hanky Panks Grind Shows—good Minstrel Show with own equipment. No gypsies or flat stores. No Rides—we have nine. Privilege reasonable. To be followed by Orangeburg, S. C., Colored Fair, Oct. 6-11, White Fair, Oct. 13-18, 1952. Write or wire
SCOTLAND RIDES
ELLOREE, S. C.

RIPLEY, OHIO, OCT. 8, 9, 10 and 11
14TH ANNUAL FALL FESTIVAL AND AUCTION
Streets, Heart of Town. Parades, Bands, Contests, etc. Sponsored by Ripley Businessmen for Underprivileged Children.
Want Concessions and Shows. Want Hanky Panks and Concessions of all kinds. Age & Scale, Ball Games, Lead Gallery, Floss, French Fries, Jewelry, Buckets, Six Cats, etc. Want Girl Show. Want Rides not conflicting. Peebles, Ohio, Fall Festival, Sept. 29-Oct. 4; Kingston, Ohio, Fall Festival, Sept. 22-27.
FRED NOLAN
Moxahala Park Phone 2-8252 or 2-7871 South Zanesville, Ohio

STRANGE AND WEIRD ATTRACTIONS

Two-Headed Siamese Baby, Mermaidette, Shrunken Heads, Devil Child, Ape Boy. Many other attractions. Area Circulars. Address:
YATE'S CURIOSITY SHOP
3650 S. Van Buren St., Phoenix, Arizona

FOR SALE KIDDIE RIDES FOR SALE
Kiddieland Park Rides, consisting of one large Merry-Go-Round and 8 Kiddie Rides plus all necessary equipment for complete Kiddieland Park. Can be seen now operating on the Louisiana State Fairgrounds, Shreveport, La. Contact
JOE S. SCHOLIBO
P. O. BOX 1434 SHREVEPORT, LA.

PLASTER
Load your trucks here for Fairs. Bright colored, heavily tinseled plaster. Cash and carry. Large, medium.
Phone: Gainesville, Georgia, 584-R-20. Delivery arranged within 100 miles.
FLETCHER SHIRLEY
Route #1 Alto, Georgia

Used Everywhere for Over 35 Years
ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
Send Cash With Order. Stock Tickets, $22.50 per 100,000.
100,000 $29.50
10,000 $ 9.50
20,000 12.00
50,000 18.50

## RIDES FOR SALE—BARGAINS

1948 Allan Herschell, 18 car Caterpillar in perfect condition, guarantee same, no transportation. Fine Ride for Park, price cash, $5,500.00. 1948 Super Rolloplane, extra nice with 28 foot semi, built for same with 1946 Ford tractor, price quick sale $3,600.00. 1946 Flying Scooter, very clean with 28 foot semi built for same. 1947 Ford tractor complete, $7,000.00. 10-car Allan Herschell Kiddie Auto, nice, $1,500.00. Kid Twin Ferris Wheels, pulls behind car or truck, price $1,000.00. 1949 Rolle Whirl nice $750.00. New 10 K.V.A. AC or DC Light Plant, used less than 100 hours, came get it, $500.00. Transformer Semi, 24 foot, two 100 K.V.A. Transformers with two 600 Amp switch boxes complete. Ford tractor, $3,000.00. All above equipment has been well kept and is of the finest you will find. Can be seen on my route of Mighty Hoosier State Shows or after October 19th at my Winter Quarters at Greensburg, Ind.

**All replies—this week, Versailles, Indiana; Aurora, Ind., Oct. 1-4; Columbus, Ind., Oct. 7-11; Bushville, Ind., Oct. 13-18, season ends.**

**W. R. GEREN**

## ALAMO EXPOSITION SHOWS

***Wanted—For Six More Fairs—Wanted***

SHOWS: People for Minstrel Show, have complete frame-up, wagon front. John Hutchins wants for Side Show—Musical Act, Impalement Act, Girl for Blade Box and Sally. (Betty Broadbent, answer.) Will book any Shows that do not conflict. CONCESSIONS: Frozen Custard, Penny Arcade, all Hanky Panks. Buddy Spain wants Cookhouse Help. RIDES: Will book Rides for balance of season that do not conflict. Can use Ride Help who can drive semis. WIRE—WHAT HAVE YOU?

**JACK RUBACK, Manager**

Angelina Hotel, Lufkin, Tex., Sept. 22-27; Marshall, Tex., Sept. 29-Oct. 4.

## MIGHTY HAMMONTREE MIDWAY

**Want for WINDER LIONS CLUB FAIR, WINDER, GEORGIA, Sept. 29th thru Oct. 4th and Four More Top Georgia Fairs to Follow.**

CONCESSIONS—Want Legitimate Concessions of all kinds. Especially want Crab, Popcorn, Snow Balls, Floss Candy, Custard, Lead Gallery, Jewelry, Novelties, Hi-Striker, Ball Game, Coke Bottle. Have open for few Count Stores. SHOWS—Will book on small percentage Fun House, Glass House, Motor Drome, Penny Arcade, Snake Show or any Grind Show. HELP—Want A-1 Foreman and Second Men for Jenny and Octopus. Second Men on all Rides. Manager and People for 10-in-1 Side Show. Henry Wilson wants Skillo and Bazzle Agents. Pete Neese, contact at once. Wheeler Brown wants Clothes Pin Agent. All wires and replies to

**WILLIAM O. HAMMONTREE or HENRY WILSON**

General Manager Bus. Manager

Dallas, Co., Fair, now; Winder, Ga., Fair, next.

## ROSS MANNING SHOWS

**LEXINGTON, N. C., FAIR**

**LAURINBURG, N. C., FAIR** OCT. 6-11

**HAMLET, N. C., FAIR** OCT. 13-18

**LANCASTER, S. C., FAIR** OCT. 20-28

**TWO DATES TO FOLLOW.**

**CONCESSIONS: Long Range, Ebert Range, Hanky Panks, Cat Back, Buckets, Ball Games, Coke Bottle, Cig Cattary, Cig Pitch, Novelty, Penny Pitch, Class Pitch. SHOWS: Wild Life, Fun House or Glass House, Dark Ride. RIDES: Ball-o-Plane, Tilt, Fly-o-Plane or Cat. FOR SALE—Semi with army searchlight generating plant and 275-kw transformers with switch boxes complete. WRITE OR WIRE**

VANCE HOTEL **ROSS MANNING** STATESVILLE, N. C.

## FITZIE BROWN & AL WALLACE Shows

**Can Place for Balance of Fairs**

CONCESSIONS: All Concessions open. SHOWS: Will book any Show not conflicting. RIDES: Will place any Ride not conflicting with what we have. HELP: Want experienced Custard Man. Frank Tesano wants Girls for Girl Show, experience not necessary. Can place Agents for Bucket Store. (Shorty O'Connor, come on.) Want Grab Stand Man. Also want Freaks for Side Show.

**We have the following Fairs this season:**
Columbus, Miss.
Montgomery, Ala.
Albany, Ga.
Selma, Ala.
Macon, Miss.
Ozark, Ala.

**All Replies: Hattiesburg, Miss., this week; Columbus, Miss., week Sept. 28**

## CAN PLACE RIDES AND SHOWS

***AT TWO OF THE GREATEST LATE SOUTHERN FAIRS***

**MISSISSIPPI STATE FAIR—JACKSON—OCT. 6-11**

**COLUMBUS, GEORGIA, FAIR—OCT. 13-18**

**KIDDIE RIDES NOT CONFLICTING:** We already have a Kiddie Whip, Kiddie Merry-Go-Round, Pony Ride, Sky Fighter, Train, Planes, Buggy Ride and Autos. Can use Boats, Kiddie Wheel, etc.

**MAJOR RIDES:** Can use other Major Rides which do not conflict, such as Spitfire, Looper, Moon Rocket, C-Cruise, Bubble Bounce, Rolex, etc.

**SHOWS:** We can also place a couple of outstanding Shows which have real entertainment inside. Blackhall Brothers, others, contact us at once.

***WRITE—WIRE—PHONE***

**GOODING AMUSEMENT CO.**

1600 NORTON AVE. UNIVERSITY 1198 COLUMBUS 3, O.

## MARION GREATER SHOWS

**Will book legitimate Concessions of every description for the finest route of Fairs for the two Carolinas. Shelby, N. C., Negro Fair, week of Sept. 28 thru Oct. 4; followed by York County Fair, York, S. C.; Chester County Fair and all Fairs thru Thanksgiving week. Aiken County Fair, Aiken, S. C. Attention, Showmen! What do you have to offer? Attention, Ride Owners! What do you have to offer? Attention, Fair Secretaries in Virginia, North Carolina and South Carolina, pay us a visit. All replies:**

**MARION GREATER SHOWS, Bennettsville, S. C., Sept. 22 thru 27.**

# Grayville Oil Show a Winner; Talent Clicks

GRAYVILLE, Ill., Sept. 20—Third annual Tri-State Oil Show wound up a successful three-day run here Labor Day despite high winds and driving rain which forced cancellation of the afternoon performance of the Frances Langford Show, postponement of the show's queen selection for an hour and several other program switches the final afternoon.

Event booked with a mile-long parade of 40 floats, 10 marching bands and other colorful components August 30. The parade annually opens the event which is held in this city's Memorial Park. A crowd estimated at 12,000 lined the parade route, according to John D. Finch, who launched the initial oil show three years ago. Despite an early-morning rain and threatening skies thruout the day the show racked up a good pay-gate attendance.

Vanell Smith, entertainment chairman, working thru the Ernie Young Agency and Associated Booking Office of Chicago, handled this year's booking chores and also emseed the show. New this year was the spacious out-door stage designed by Finch. Talent line-up included Pee Wee King and His Golden West Cowboys with the Austins and Ridola on opening day; Ken Griffin and his Hammond organ; Doris King, vocalist, and Three Bees and a Honey, August 31, and the Frances Langford Show, with Ruge Davis and George Rank's ork, Labor Day.

Miss Langford's night show was followed by the Queen's Coronation Ball. Show officials reported that about 70 exhibitors of oil and allied industries displayed equipment at this year's show. One of the highlights was a Civil Defense Display. Grayville Chamber of Commerce sponsored the show.

# 60G Additions At Bloomsburg

BLOOMSBURG, Pa., Sept. 20—Improvements valued at more than $60,000 will be seen when the Bloomsburg Fair opens September 22 for a week's run. Last year more than 250,000 people visited the fair.

Four all-steel buildings, each 40 by 100 feet, were erected during the past year. Two of them will house the poultry show. The others will be used to house horses and the rabbit show. Other improvements included widening of the first turn on the half-mile dirt track and redecorating of the interior of the flower show building.

George A. Hamid & Son will present the revue, "Grandstand Follies of 1952," each evening in front of the grandstand, with two shows planned Wednesday thru Saturday night. This year a 40-foot extension has been made on the platform, bringing acts directly in front of spectators.

Nearly $70,000 in harness racing purses will be paid this year, with stake races on Monday, Tuesday and Wednesday afternoons and open class races on Thursday and Friday afternoons. Harry P. Correll, racing secretary, has reported that harness race entries to date are heavier than at any time in the past. Sherman Crise is promoting midget auto races which afternoon. King Reid Showa will again be the midway attraction, will run on the track Saturday.

## October Festival Is on in Berlin

BERLIN, Sept. 20. — October Festival at Zoological Gardens got underway here this week with 200 showmen and their attractions on hand.

Highlighting the entertainment at the Olympic Stadium recently were the Traber Troupe, high wire; Tonelli, aerialist, and a British and Scottish military band.

Mediocre lighting spoiled the effect of the fireworks display.

## ILLIONS SETS JACKPOT SPOT

POMONA, Calif., Sept. 20.—Harry A. Illions, who installed and is directing the soon-to-be permanent midway at the Los Angeles County Fair here, has set up a "Jackpot Corner" for his old-time friends in the business.

With the fair now in its annual 17-day run, Illions is playing host to the oldtimers. He made a section for cutting up touches by installing several tables, directors' chairs and umbrellas. The outlay was about $300.

To add another touch, Illions got J. Ed Brown, "Mayor of the Gayway" at Treasure Island in San Francisco a decade ago, to act as official greeter.

While this is the good side of it, Illions provided for the other side. He also got a couple of crying towels and made them accessible to showmen who tired of the jackpots.

# Puyallup Gate Off Slightly As Polio Hits

PUYALLUP, Wash., Sept. 20—Despite a polio scare that thinned kiddie attendance, Western Washington Fair here Saturday (20), eighth day of its nine-day run, was trailing slightly behind its attendance pace of last year, when it pulled 247,000 for the full run. Grandstand business, however, was holding about even with 1951. Food and drink concessions on the other hand reported business in excess of last year. Besides running races and rodeo events, the grandstand bill offers the following acts: Song Brokers, quartet; Wella and the Four Fays, tumbling; the Zacchinis, trempoline act; Los Dassies, knockabout comedy; Two Valors, acrobats; Zacchini Flying Act, featuring Clayton Beehee; the Joanibes, juggling slack wire; Johnny and Johnny, comedy acrobatic; Zavatta Troupe, riding act; Borrah Minevitch's Harmonica Rascals and the Zacchini Cannon Act.

The Boyer Twins and the Torrence Sisters do specialty trick riding and roping in the rodeo, with 80-year-old Cherry Moomaw contributing trick riding. Stock for the rodeo was supplied by the Christensen Brothers of Eugene, Ore. Douglas Greater Shows, plus ride operators, Robert Bollenger and Joe Hanns, both of Portland, Ore., provide the midway attractions that operate in addition to the permanent installations on the grounds.

The midway receipts were down a trifle according to J. H. McMurray, fair secretary. Lighter kids' attendance caused by the polio scare was reflected in the lower takes of the kiddie rides.

## Houston Popcorn Man Killed in Auto Crash

HOUSTON, Sept. 20.—Harry N. Lawson, 49, manager of Associated Popcorn Distributors, Inc., here, was killed in an auto crash Tuesday (2). The car driven by Lawson crashed head-on into another vehicle.

**FOR SALE**

## FLYING SCOOTER

**Ride in good shape, with or without transportation. Can be seen on the Bill Names Shows at Amarillo, Texas, Sept. 22-27; Lubbock, Sept. 29-Oct. 4; Roswell, New Mexico, 6-11.**

**E. E. BOTHUM**

## THOMAS JOYLAND SHOWS

**WANT**

**BINGO CALLER AND COUNTERMEN AT ONCE. WRIE:**

**L. S. THOMAS, Mgr.**
**PARSONS, W. VA.**

## AMERICAN BEAUTY SHOWS

**Want Foreman for Tilt and Wheel; Second Men on all Rides. Come to Neosho, Mo., this week.**

**H. W. BARTHOLOMEW**

***THANK YOU***
**Claude Bentley**

Side Show Owner with James E. Strates Shows, for your new BUICK purchase. Best of luck.

**JOHNNY CANOLE**
CANOLE BUICK
Mocassee, Pa. Phone 937. Altoona, Pa. Phone 9347.

## WANTED

**Carnival for Kappa Alpha Psi Fraternity Fall Festival, Oct. 6-11.**

**J. E. DICKSON, Mgr.**
1818 McDuffie Ave., Columbia 24, S. C.

## FOR SALE—$500.00

Double Loop-o-Plane, good condition, new chains. Will trade. What have you?

**LEON NEUMAN**
Owasco Lake Park, Auburn, N. Y.

## CARNIVAL WANTED

**November 10-15, 1952**
**AMERICAN LEGION NAGOEE COUNTY CUCUMBER EXPOSITION**
**EARL RUMBLEY, Mgr.**
Wauchula, Florida

## FRANK PALUGA

Please contact
**DICK HARRIS**
1112E Nebraska Ave. Tampa, Fla.
Phone: EE-2942

## WILL SELL

The EX on Custard and Photos for Middle Tennessee District Fair, Sept. 29 to Oct. 4, at Lawrenceburg, Tenn. Reply to

**JOHN GALLAGAN**
c/o Dodine Shows
Fairgrounds, Huntsville, Ala.

## MARIE & BERNEY SMUCKLER

**WANT**

**For Circuit of Good County Fairs in Mississippi—George County Fair, Lucedale, Miss., Oct. 1-4; Forest, 6-11; Yazoo City Colored Fair, 15-18; Moss Point, 20-25; Bickton, Oct. 27-Nov. 1.** Can place Legitimate Concessions one at each. Price reasonable. Need Minstrel Show with own outfit; good proposition. Can use Merry-Go-Round. Write

**BERNEY SMUCKLER**
Or Phone 6881, 2 A.M. till 12 Noon.
P.O. BOX 1607 MERIDIAN, MISSISSIPPI

## ROYAL EXPOSITION SHOWS

**Jefferson County Fair, Louisville, Ga., Sept. 29 to Oct. 4; Jenkins County Fair, Millen, Ga., Oct. 8 to 11; Burke County Fair, Waynesboro, Ga., Oct. 15 to 18; Bulloch County Fair, Statesboro, Ga., Oct. 22 to 26; Bacon County Fair, Alma, Ga., Oct. 27 to Nov. 1, and Bradford County Fair, Starke, Fla., Nov. 5 to 8; season ends. Interested showmen communicate with**

**J. P. BOLT or SPLINTER ROYAL**
This week, Thomson, Georgia, then as per above route.

## IDEAL RIDES

**Want Concessions, McLean, Ill., Home Coming, this week; Legion Fair, Marks, Miss., Oct. 4-11. Other Mississippi Fairs following. Can use good Ride Help. Contact**

**PAUL ROBERTSON, IDEAL RIDES**
McLean, Ill., this week; then Marks, Miss.

# Club Activities

## Showmen's League of America

**54 West Randolph Street, Chicago**

**Ladies' Auxiliary, Sherman Hotel**

Carmelita Horan, chairman of the award books, reports good returns. Recently received were books from Nan Rankine and Rose Page.

Nan Rankine is with Happyland Shows but plans to be on hand for the October 2 meeting. Grace Gross is reported to be recuperating from a recent illness. Lillian Glick is still on the road but plans to be in town within the next couple of weeks. Mae Taylor recently returned from her vacation, accompanied by her 92-year-old mother.

Minnie Simmonds and Sophia Carlos info from Canada that they plan to be back in time for the outdoor convention here in December. Ann Belden, chairman of the bazaar, is busy getting his plans lined up. Edith Streihich is still at her Delavan, Lake, Wis., summer home. Viola Parker Moore is brown as a berry from long hours on the golf course. Minnie Delgarian Hoffman kept busy all summer right here in Chicago. Blanche Latto reports she will soon visit her nephew in Wisconsin. Evelyn Hock reports her beauty shop business is growing.

Dolly Young, chairman of the membership drive, reports prospects are good for a large number of new applications. Josephine Glickman's son recently returned from Korea, where he was wounded twice. He is now stationed at the nearby Great Lakes Naval Training Center. Rose Jarhoe is back from her Canadian vacation.

## Regular Associated Troupers

**106 E. Washington, Los Angeles**

LOS ANGELES, Sept. 20.—The summer policy of two meetings per month will be discarded in October and the regular Thursday schedule will be resumed. The first board meeting is set for October 9 at which nomination of officers will be the important matter on the docket.

The treasurer reports the membership deal, pegged at $10 for initiation fee and first year's dues, is proving very successful. Lill Schue, president, sent in several articles for the Homecoming Bazaar, November 20, and Emilie Bailey, chairman of the event, has been working all summer on plans.

The building committee, after being disappointed on one prospective structure, is now working on another building site.

Past President Alton and wife, Inez, are on an extended Eastern visit. Sunshine Jackson returned from her summer in Catalina and Fay Curran, who was with her, joined her daughter, Peggy, to make a few fairs. Lucille Dolman is making fairs with Joe and Ethel Krug. Larry Nathan, first vice-president, has kept busy all summer on club affairs. June Reynolds, fourth vice-president, is back at work following an illness. Ray and Daisy Marrion have their high wire act on the fair circuit. Lucille King was a recent visitor to Encinatos, Mexico, and San Diego and Mission Beach, Calif. Lilabel Williams visited the Moe Eisenmans at Oceansida.

The men served the post-meeting lunch at the September 11 meeting, and it was strictly oriental. Harold Rohideaux dressed in a Chinese robe, escorted the members to the dining room.

## Show Folks of America,

**1235 S. Hope St., Los Angeles 15**

SAN FRANCISCO, Sept. 20.—The regular Monday (14) meeting was called to order by President Doris Monette, who recently returned from successful business at the California State Fair, Sacramento.

Members welcomed Joe Richards back home from Alaska. Plans are being made for the ladies' bazaar in November with no definite date set thus far. Duke Navarro announced a special show is scheduled for October 6 in the clubrooms with all members and friends invited.

## National Showmen's Association

**1564 Broadway, New York**

NEW YORK, Sept. 20.—With the coming of fall, which means the fair season, all members are working hard to bring in some money for the organization.

President Bernard Allen expects to announce soon where our meetings are to be held until we get new quarters. The first meeting is going to be held October 8, at which time the Board of Governors will announce a nominating committee which will select the regular ticket for the new officers and members of the Board of Governors.

President Emeritus George A. Hamid made a short trip to New York to discuss the new building. Joseph Spivak visited the New York clubrooms and brought with him the small bar which he is donating for our award, scheduled for November 25. The ways and means committee request that all award books be disposed of as soon as possible and sent to the office.

At the Mineola Fair, NSA members were greeted by Phil Isser, vice-president, and his co-partner, Isidor Trebish. A jamboree was held on the last night of the fair, and a large sum of money was contributed. The check will be presented by Isser at meeting night.

Seen on the fairgrounds were Harry Sussman, Louis Scherer, Morris Brown, Al Crane, Al Howard, Charles Buchbaum, Mack Arnold, George Burke, Harry Nelson, Charles Smith, Charles Rhine, Louis Kronenberg, Jack Siegel, Louis Candee, Irving Taffet, Max Gruberg, Gilbert Brown, Sam Walker, Frank Rossi, Louis Elias, Edward McKeon, Lou Victor, James Bagdonas, Martin Ranno, Harry Gold and some members of the Auxiliary.

Among visitors at clubrooms were Arthur (Roy) Gries, T. Jay Quincy, David Brown, Morris Sommers, Saul and Joseph Shaw, Harry Krasnow, Louis Rosshandler, Arthur Campfield, Mack Prooks, David Solomon and Joseph Duhin. . . . Letters received from Harry Yeslovsky, William Carsky, Frank A. Norton, Ned E. Torti, Al Camin, Kirky McGary, Simon Krause, Morris Gustow, Max Schaffer and Francis S. Messmore.

**Ladies' Auxiliary**

First meeting of the season is to be held in the club rooms Wednesday (24). President Bess Hamid, who will preside, urges that all members attend this meeting. Notices of meetings have been sent out, but in case some of the ladies did not receive theirs, we hope they will make an effort to be present at this opening meeting.

## Lone Star Show Women's Club of Texas

**3105 Forest Ave., Dallas**

DALLAS, Sept. 20.—The first meeting of the fall season was called to order by President Marie Ohluck, assisted by Secretary Cleo Sneed, Treasurer Pearl Vaught and Chaplain Millie Cepak.

Plans for the annual benefit show to be held during the State Fair of Texas was the main topic under discussion. Margaret Pugh and Marie Ohluck were appointed to make the final contacts for the event, tentatively scheduled for October 15. Drawing on the prize award books will be held the evening of that day.

On the award list are $100 in cash put up by the club; an electric toaster, donated by Marie Ohluck; electric percolator, Inez Carroll; rod and reel, Mr. and Mrs. W. G. Leugers; electric egg boiler, Mabel James; $25 Defense Bond, Margaret Pugh; $25 gift certificate from Neiman-Marcus, Mary Ellen Liberman; 17-jewel wrist watch, Millie Hudspeth; hand-made quilt, Mrs. George Loos, and personal printed stationery from the House of Jensen.

Annual appreication dinner is set for October 1. Guests will include the club's many loyal supporters. Millie Cepak is in charge of this year's event.

New members include Bonnie Allard and Jewel Jones Conners. The latter recently moved here to Dallas from San Antonio.


PACIFIC COAST SHOWMEN'S ASSOCIATION

**Get Your Tickets NOW for the Biggest**

**PACIFIC COAST SHOWMEN'S ASSN. BANQUET AND BALL** *Ever Staged*

Wednesday, December 10, 1952

The California Room, The New Hotel Statler, Los Angeles

*Tickets—$10, Including Dinner, Show and Dancing*

**SAM DOLMAN, Gen. Chairman**

JERRY MACKEY, President — *Banquet and Ball Committee Pacific Coast Showmen's Ass'n* 1235 So. Hope Street, Los Angeles 15, Calif. — AL FLINT, Executive Secretary

**FAIR-A-GANZA**

OCT. 2nd TO 11th INCLUSIVE

ATLANTA, GA.

**PIEDMONT INTERSTATE FAIR**

OCT. 13th TO 18th INCLUSIVE

SPARTANBURG, S. C.

We can place at Atlanta, Ga., 8 Grab Stands not over 12 feet with stool extension. No Pop Corn or Candy Apples. No Candy Floss. All other legitimate Merchandise Concessions open. All Eating and Drinking Stands open after Atlanta.

Can place worth while Grind Shows with nice equipment. No Ding Shows.
Will place Workingmen in all departments.

*All Address*

**CETLIN & WILSON SHOWS**

VIRGINIA STATE FAIR, RICHMOND, VA., NOW

**NATIONAL SHOWMEN'S ASSOCIATION**

***GREETS YOU***

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world

**Meetings 2nd and 4th Wednesday each month**
**Palace Theatre Building**
**1564 Broadway**
**New York 19, N. Y.**

Almost every one of the Eastern amusement family is a member. Are you?

*Write for information*

Initiation .....$10.00
Dues .....$10.00 Yearly

**ONCE IN A LIFETIME**

Just old enough to retire and good enough to sell my miniature electrically operated models, consisting of—

**3 Roller Coasters**
**2 Merry-Go-Rounds**
**2 Ferris Wheels**
**1 Double Whirl**
**1 Caterpillar**

A display that has attracted the attention of thousands at Hobby Shows, Carnivals and advertising space in large Retail Stores, etc.

If you have the ambition along these lines they will bring you more than satisfactory results both in pleasure and income. It is a steal at any price and if interested write for further details and cost.

**ALBERT GIBBNEY**
217 North Warwick Westmont, Ill.

**WANTED**

Aerial Acts or High Pole, also Water Dive (Lee Culture, wire). For Kingwood, W. Va., Oct. 8-12-1t. Stala lowest price in first wire. Wire:

**PHIL JACKSONS**
Kingwood, W. Va.

**GIRLS—WANTED—GIRLS**

Have all winter work for you in nice night clubs. Will teach to dance and furnish wardrobe to any Girl who is interested. Very good salary.

SINGERS CHARACTER STRIPPERS
CONTACT

**RUBY WHITE THEATRICAL AGENCY**

16 MARKET PLACE, BALTIMORE 2, MD.
PHONES
Office: Mulberry 9886; Home: Valley 3741

***Now Booking for . . .***

***The Best in the West***

**FRESNO DISTRICT FAIR**

FRESNO, CALIF.—OCTOBER 3-12

**ARIZONA STATE FAIR**

PHOENIX—NOVEMBER 6-16

Contact: **CRAFTS 20 BIG SHOWS**

7283 BELLAIRE, NORTH HOLLYWOOD, CALIF. Telephone: POplar 5-3976

*Lighthouse* —your guide to better living!

. . . the ultimate in comfort and privacy

Reg U.S. Pat Off.

No State Permits Needed

LIGHTHOUSE DU PLEX

Luxury-living plus complete privacy through its unique half-deck design. Two bedrooms upstairs, living room, kitchen (with breakfast nook) and complete bathroom downstairs. Yet overall height is only 11½ feet, 6 inches lower than a commercial trailer. Equivalent to a 48-foot trailer home, yet only 28 feet in length.

*There's a Lighthouse Trailer Home for you in every price range*

**Lighthouse Trailer Company**

5749 WEST TOUHY AVENUE CHICAGO 31, ILLINOIS

**TRI-COUNTY FAIR**

PRINCESS ANNE SPEEDWAY, NORFOLK, VA., OCTOBER 1st THRU 11th

Want Ball Games, Duck Pond, Fish Pond, Pitch Till You Win, Six Cats, Candy Floss, Penny Pitch, Hoop-La, Balloon Darts, Photos, Long and Short Range Gallery, Grab, Cork Gallery, Buckets, Swingers, Age and Scales, Novelties, Penny Arcade, String Game, High Striker. Agents for Hanky Panks.

White Girl Show, Motor Drome, Mechanical City.

Want Tilt-a-Whirl, Caterpillar, Moon Rocket. All reply

**GEORGE CLYDE SMITH SHOWS**

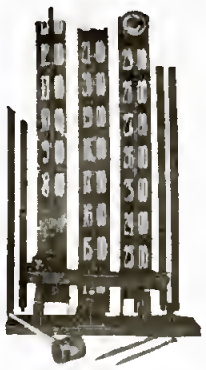
WARRENTON, N. C., THIS WEEK; NORFOLK, VA., NEXT WEEK

**HOWARD BROS.' SHOWS**

**WANT FOR HILLSBORO, O., FALL FESTIVAL**

On the Streets, October 5 to 11.

Ball Games, Pitch Wins, Darts, Jewelry, Candy Floss, Apples, Scales, Blankets. Want one Show to feature at Ottawa Fair, October 1-4. Address per route or 1354 Agner St., Ottawa, Ohio.



EVANS'

## HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. steadard in 3 sections for easy handling. Includes mool, tool-steel nickel-plated chaser, 2x4 braces.

SEND FOR CATALOG

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

## MIGHTY PAGE SHOWS

Want for Granville County Fair, Oxford, N. C., next week; followed by Laurens County Fair, Laurens, S. C.

CONCESSIONS Eating and Drinking Stands, Stock Stores of all kinds, Derby Racer, Buckets Swinger, Penny Arcade. A few choice Wheels and P.C. open if you have other Concessions. SHOWS Motordrome, Monkey Show, Mechanical, Wild Life, Crime and Life Show. Will book one Girl Show with own equipment. RIDES Rock-o-Plane, Caterpillar, Moon Rocket, Fly-o-Plane, Pretzel and Live Pony Ride. Want Octopus Foreman and Second Men who drive on all Rides. All replies to

BILL PAGE, Gen. Mgr., or Phone CED, WHITEHEAD, Bus. Mgr., North Wilkesboro, N. C., this week.

P.S. Want Billposter with own transportation also good Free Act for balance of season.

## WANT

Foremen for Skooter, also Dipper. Top salaries. Come on. Place Train Hands. Tractor Drivers. Rocky Mount, N. C., Carolina Fair, next week. All Concessions open—Glass Pitch, Drinks, Eats, Scales, Age, Novelties. All answer

MODEL SHOWS, INC.
DAVID B. ENDY, New Bern, N. C., this week.

## Brookneal, Va., Firemen's Celebration

OCT. 6 thru 11

Booking Legitimate Game Concessions and Shows for the biggest event of its kind in Virginia.

AMHERST COUNTY FAIR, AMHERST, VA.
SEPT. 29 thru OCT. 4

Contact STEVE DECKER, Beam's Attractions, Fairgrounds, Farmville, Va., this week, for space.

## W. G. WADE SHOWS

WGW

CHELSEA FREE FAIR, CHELSEA, MICH., FAIRGROUNDS
Tuesday, Sept. 30, to Saturday, Oct. 4

This is the new fair which is taking the place of the old Ann Arbor Fair, discontinued since the war. 4-H support, grand stand program, exhibits, machinery and everything else that goes with a fair. Can place Concessions of all kinds, including Ball Games, Milk Bottles, Coke, Punk, Dodger, Fish Ponds, Duck Ponds, Hoop-La, Balloon Darts, Out and Out Sales, Candy, Ice Cream, Souvenirs, Novelties, Pennants, Hats, Crab and Cookhouses. Other inquiries invited. All address

W. G. WADE SHOWS Fairgrounds, Kalamazoo, Mich., all this week.

## LINDSEY-PUGH-MURPHY

WANTS FOR TEXAS STATE FAIR, OCT. 4-19

Fly-O-Plane Foreman, Looper Foreman, and Octopus Man. Salary no object, all you are worth must know your Ride "Johnny-Come-Lately," save your time. Also want Lady Ball Game Workers who can earn money and stand prosperity for Punk Rack and Plate Ball Games. Contact

JOE MURPHY, Lindsey-Pugh-Murphy Fair Park, Dallas 15, Texas.

## HARRISON GREATER SHOWS

Want for the Great Durham County Colored Fair, Sept. 29-Oct. 4, Durham, N. C.; followed by Montgomery County White Fair, Oct. 6-11, Troy, N. C.; Mervin County Agriculture Fair, Oct. 13-18, Williamston, N. C.; Horry County Fair, Oct. 20-25, Conway, S. C., with three more Fairs to follow.

Can place Concessions of all kind, on exclusive. Want Eating and Drinking Stands, Custard, Floss, French Fries, Crab, Glass Pitches, Age and Scale, all Stock Stores open. Will book Flyo-plane, Little Dipper, Spitfire or any new and novel Ride. Want Agents for office owned Skillo and Bazzle. Zazbe wants Annex Attraction. Will book any Show of merit. Want White Girl Show with two or more girls to join after Durham.

All mail and wires to FRANK HARRISON, Danville, Va., this week; then as per route.

## J. A. GENTSCH SHOWS

WANTED FOR NINE OF THE BEST FAIRS IN THE COTTON STATE

Side Shows, Working World, Illusion, Funhouse, Motordrome Spitfire, Dark Ride, Looper, Caterpillar or any Ride not conflicting. Stock Stores that work for stock only. No flats. John Wylander, call me.

J. A. GENTSCH
McCOMB, MISS., THIS WEEK.


## Ringling, R-A

● Continued from page 52

Griffin, secretary-manager, announced that everything was going beyond their expectations. Livestock entries broke all records, and despite the construction of a $4,500 addition to the cattle barn, three large tents were needed to care for the overflow. Over 400 horses were entered in the night horse show and all exhibit space was sold.


WANTED FOR ANNUAL HOMECOMING

## UTICA, OHIO

MAIN STREETS

Legitimate Concessions of all kinds. Also want sensational Free Acts. Want Popcorn, Apples, Floss, Waffles, Photos. All open. Address

STEWART ANDERSON, Manager
15 S. Fifth St. London, O.

## LONE STAR RIDES

Want for Winterville Lions' Club Fall Festival, Sept. 29 to Oct. 4. Concessions of all kinds working for stock. Will book one or two clean Shows. We have for sale glass-enclosed Popcorn Trailer; also School Bus for a House Car. All replies to

J. G. BAKE, Mgr.
LONE STAR RIDES
Toronto, Ohio Phone 325

## CUMBERLAND VALLEY SHOWS

Want for this week Franklin County Fair, Winchester, Tenn.; North Georgia Fair, Dalton, Ga., Sept. 29-Oct. 4; Chattanooga County Fair, Summerville, Ga., Oct. 6-11, any capable Show that does not conflict. Can place a few more Stock Stores. Ivans am wired you but no answer. Address all mail and wires to

ELLIS WINTON
Winchester, Tenn.

## BROWN & WALLACE SHOWS

Playing All Big Fairs From Now On

Want large Cookhouse that caters to show people. Can use Promoter. Harry Wilson, get in touch. This week Hattiesburg, Miss.; next week Columbus, Miss.; Montgomery, Ala., and Albany, Ga., to follow.

All answer to
BROWN & WALLACE SHOWS
As per route.

FOR SALE

Monkey Motor Drome complete, good condition. 49 Chev. Tractor and Trailer Fares built in trailer; four trained healthy Monkey Drivers. Two gasoline Rafters, Briggs & Stratton motors. Drome good shape, all painted—blue and white. $5,000.00. Good sound system and mike; good banners. JAMES E. KELLAR, Fairgrounds, Hamilton, Ohio, week Sept. 27; or contact Floyd Gooding for my route, 1300 Norton St., Columbus, O.

## MARTIN LEVY

Please contact

DICK HARRIS
11123 Nebraska Ave. Tampa, Fla.
Phone: 35-2942

## WANT

Pig Iron Foreman, Second Men, Helpers, Half Wits, stay away. Hanky Panks, Eats, Drinks, Novelties, Concession Workers, come on. Shows, Pony Rides. Roll-o-plane open McCrory, Ark., Fair now. Forrest City, Ozabie Fair, next. This "Opera" knows where it's going and always gets there. Contact

DYER'S GREATER SHOWS

## BILL CHALKIAS WANTS

Side Show Acts, Sword Swallower, Freak to feature. Fred West, come home. Major O'Satyrine, have good proposition for you. Seven Texas Fairs coming up. All winter's work. Top salaries paid and you get it. "Lucky" Ball and Estell wire Jack Starline here. All answer Care Don Franklin Shows, Wharton, Tex.

## WANT 5 AGENTS

FOR BUCKETS

Wire or contact week of Monday, Sept. 22

VIC PARR
c/o Fairgrounds Birmingham, Ala.

## STERLING CROWN SHOWS

Want for Union County Fair, New Albany, Miss., Sept. 29-Oct. 4; then Sheffield, Ala., followed by five weeks in money section of Alabama.

| | |
|---|---|
| CONCESSIONS | Cookhouse, Grab, Floss, Custard, Jewelry, Long Range, Ball Games, any Hanky Panks Concessions. |
| CONCESSION HELP | Countermen for Bingo, Count and Peek Store Agents, General Help for office-owned Concessions. |
| RIDES | Will book Tilt, Looper or Octopus. |
| SHOWS | Want Side Show, Jig, Wild Life, Wer Show, any Grind Show not conflicting. |
| RIDE HELP | Can place good, sober, reliable Help for office-owned Rides. Must drive semis. Also want Truck Mechanic for small fleet, must keep trucks in condition and get them to next spot, not afraid to get hands dirty. Must have tools and drive shop truck. All Replies to |

E. L. YOUNG, Mgr.
ABERDEEN, MISS., THIS WEEK

## LAWRENCE GREATER SHOWS

AMERICA'S MOST PROGRESSIVE CARNIVAL

WANT FOR PETERSBURG, VA., AND CHASE CITY TO FOLLOW. 30,000 SOLDIERS, CAMP LEE PAY DAY.

| | |
|---|---|
| CONCESSIONS | All legitimate Concessions. Long and Short Range Gallery, Eating and Drink Stands, Derby Racers, American Palmistry. Our midway is open. |
| RIDES | Will book any Ride not conflicting with what we have. |
| SHOWS | Wild Life, Motordrome, Arcade or any Grind Shows. |
| HELP | Man to handle Kiddieland. Also Caterpiller and Roll-o-Plane Foremen. Second Men on all Rides. |

All answers to Mount Airy, N. C., this week.

## A.M.P. SHOWS

Buggy

Want Photos, Jewelry, Hi-Striker, Pan Game, String Game Darts and other Hanky Panks not conflicting. Want Foremen for Tilt-a-Whirl and Chairplane; semi drivers preferred. Want Agents for office-owned Concessions. Girl Shows with or without equipment that need to winter's bank roll. Can place Monkey, Animal, Life, Unborn or any other worth while Shows.

This week, Sparta, N. C.; followed by Stokes County Fair, King, N. C.; Nortsville and other South Carolina Fairs, followed by winter's week in Florida.

A. M. PODSOBINSKI.

## WANT WANT WANT

For Lawrence County Fair, Moulton, Alabama, September 29-October 4; six more Alabama and Georgia bona fide Fairs to follow.

Shows: Side Show with or without own equipment. Girl Shows with or without own equipment. Will book any non-conflicting Grind Shows.

Concessions: All Concessions open. Open midway. No exclusive. Popcorn, Candy Apples, Wafer Games, Balloon Darts, Novelties, Jewelry, Buckets, Nails, Swinger, one or two Bill Camps. Want Agents for Count Stores and Pitch Stores.

Ride Help: Foremen for Twin Wheels, Chairplane, Second Men on all Rides.

Will book Spitfire, Octopus, Caterpillar, Little Dipper or any non-conflicting Flat Ride for the balance of the season.

Want Lot Man, Show Builder, Painter to join for the remainder of the season.

Replies to RAY JOHNSON
CANNON COUNTY FAIRGROUNDS, WOODBURY, TENNESSEE

## JAMES H. DREW SHOWS

FRANKLIN COUNTY FAIR, LAVONIA, GA., SEPT. 29 TO OCT. 4

With Seven Bona Fide Fairs to Follow

Want small Cookhouse or Sit Down Grab to join now. Will place Concessions of all kinds—Photo, Custard, Ball Games, Bumper, String, Sin Cat or any Stock Hanky Pank.

Address JAMES H. DREW SHOWS, Newport, Tenn., Fair, this week.

## MOUND CITY SHOWS

WANT—FOR FAIRS—WANT

Ride Help on all Rides. Also Legitimate Concessions.

For Wardell, Mo.—Lilbourn, Mo.—New Madrid, Mo. Cotton good. Address per route.

## I. K. WALLACE SHOWS

POWNAYAN, VA., COLORED FAIR, OCT. 1-4

Want Colored Girl Show, own equipment. Grind Show. CONCESSIONS—Can place Crab, Popcorn, Candy Apples, Floss, Sno Ice, French Fries, Hoop-La, Pitch-Til-U-Win, Hi-Striker, Cork Gallery, Short Range and Six Cats. Write or wire I. K. WALLACE, Chilhowie, Va.

## JOHNNY T. TINSLEY SHOWS

Want Colored Musicians, all instruments. Also Chorus Girls for long season. Must join at once. Wire

CLINT FERRY
c/o JOHNNY T. TINSLEY SHOWS
Newnan, Ga., this week; Canton, Ga., to follow.

FOR SALE

## 26 Ft. Popcorn Trailer

Fully equipped to make Apples and Caramel Corn. 1948 INTERNATIONAL TRUCK. 5 COMPLETE FLOSS JOINTS. Yellow tops, good condition. Can take over at Muskogee, Okla. 6 choice Florida Fairs to follow.

H. M. GORDON
c/o Royal Crown Shows
Muskogee, Okla.

FOR SALE MOTORDROME FOR SALE

Drome complete with 3 motors, rollers, panel front, loads on 30 ft. semi. Semi used for baily. New top this year, perfect condition, cheap for cash.

THURSTON APPLE
1106 Stratford Ave. Nashville, Tenn.
Phone: 3-5839

## LOU PEASE

WANTS

One experienced Dancing Girl to take over Inside of Show and instruct green girls. Betty, come on. Merle contact at once or come home. LOU PEASE, c/o Frank Dickerson Shows, Sharpsburg, N. C., this week; Bailey, N. C., next.

## STATE FAIR SHOWS

Want for Creek County Free Fair, Combland White and Colored Fair Sept. 28-Oct. 3. Rides, Shows, Concessions. Wire

C. A. GOREE
YALE, OKLA.

## BINGO OPERATORS

ATTENTION!

Available immediately—Capable, experienced Bingo Manager or Caller. Strictly sober and reliable. Telephone 3-8136, Miami, Fla., or wire BINGO MANAGER, 1060 S. W. Third Ave., Miami, Fla. P.S.: Benny Weiss, please call.

## WANTED

Griddle Man and Kitchen Help. Apply COOKHOUSE

MARION GREATER SHOWS
Bennettsville, S. C., this week; then Shelby, N. C.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

## VIVONA BROS. Combined SHOWS

WANT FOR NEWBERRY COUNTY FAIR, NEWBERRY, S. C., SEPT. 29 THRU OCT. 4; UNION COUNTY FAIR, UNION, S. C., TO FOLLOW. THESE ARE TWO OUTSTANDING RIDE SPOTS.
Can place Little Dipper, Tilt, Caterpiller, Spitfire, Fly-o-Plane or any flat Ride not conflicting with what we already have. Concessions: Open Midway, Henky Panks of every description, Long and Short Range Galleries, Eating and Drink Stands, Derby, Racers, American Palmistry. Can place two choice Wheels, Bowling Alley, Swingers and Buckets. Shows: Can place high-class Minstrel Show or any worthwhile Grind Show. Help: Can use Show Builders at once. Tersan Banks, contact. Contact this week Madison, N. C.

## GEM CITY SHOWS INC.

Want for Selma, Alabama, Fall Festival and Soldiers' pay day. Alexander City, Alabama, bona fide Chamber of Commerce Fair, and four more fairs to follow.

CONCESSIONS Hanky Panks of all kinds Candy Floss, Snow Canes, Scales and Age Grab Stands SHOWS Will book Grind Shows of merit of all types Also Wild Life Girl Show or Jig Show with own equipment. These are proven spots—get your winter B.S. here. All wires or calls to

**THOMAS D. HICKEY, Mgr.**
Crevstone Hotel, Rome, Ga., this week; then per route

*FOR SALE—FOR CASH*

## #5 ELI WHEEL

Complete. Powered with Allis-Chalmers Motor. Wheel in good condition. Price, three thousand three hundred dollers ($3,300.00). Can be seen in Kansas City, Mo.

**TONEY MARTONE**
Earle Hotel, 219 W. 9th St. Kansas City, Mo.
P.S.: Have Semi-Trailer for Wheel for sale, cheap.

## BUFF HOTTLE SHOWS

Want for South Louisiana State Fair, Donaldsonville, La., Sept. 30-Oct. 5, with Washington Parish Free Fair, Franklinton, La., and four more weeks of fairs following.
Can place Hanky Pank Concessions of all kinds. Also Shows with own outfits that do not conflict. Free gate at all Louisiana fairs.
Address all replies
**BUFF HOTTLE, Mgr.**
Thibodaux, La., this week.

**WANT FOR**
## KEYSVILLE, VA., TOBACCO FESTIVAL

Week of Sept. 25 and other tobacco spots to follow. Don't let slap of towns fool you. Concessions of all kinds but no grift or percentages. Shows that ladies and children can see. Can place Ride Men of all kinds. Steady work right into Florida.
Write, Wire
**BARNEY TASSELL UNIT SHOWS**
BUCKERSVILLE VIA CHARLOTTESVILLE, VA

## United States Shows

Went for Iaeger, W. Va., and the South
Photos, Guess Your Age and Weight, Hanky Panks of all kinds
All replies to
**L. P. BRADY**

**FOR SALE—RIDES—FOR SALE**

7-CAR FACTORY-BUILT PRETZEL OARK RIDE. 65 ft. panel front with plenty extra lighting equipment. New top and front awning. All necessary sound to operate ride. FLY-O-PLANE—No other one like it in the show business. Both rides in first-class condition and can be seen in operation at the following towns: Laurel, Miss., Sept. 22-27, Birmingham, Ala., Sept. 29-Oct. 4, Beaumont, Texas, Oct. 6-18. Rides can be booked with show or removed. Available for delivery Oct. 18. Write or inspect, no collect wires accepted. If you have cash and interested in rides, here is an opportunity to buy real equipment that will pay off in a season and make you a profit.
CHAS. T. GOSS, c/p AMUSEMENT COMPANY OF AMERICA (Hennies Bros.' Shows), Per Route.

## C. A. STEPHENS SHOWS

**Want for Conyers, Ga., Fair; Sparta, Ga., follows**

Concessions working for stock Custard, Ice Cream Dip, Hot Bands, Kitchen Gadgets, Novelties. Can use Swinger Agents of Conyers. SHOWS Place Mechanical City, Fat Show and Dig Snake. RIDES Place Pony Ride, Octopus, Spitfire. Also Second Man who drive.
ATHENS, TENN., THIS WEEK.

## TIVOLI EXPOSITION SHOWS

**WANT FOR FIVE MORE FAIRS**

SIDE SHOWS OF ALL KINDS, INCLUDING GIRL SHOW, WITH OWN EQUIPMENT. WHAT HAVE YOU? CAN PLACE A FEW MORE HANKY PANKS. PRIVILEGE REASONABLE. CONTACT
**H. W. PETERSEN or BOOTS CUTLER**
Hope, Ark. (Fair) this week; Stamps, Ark. (Fair), to follow.

**For Sale** ## LORD'S LAST SUPPER **For Sale**

A display of sculptured life-like and life-size figures exhibited on a 35-ft. Fruehauf Trailer. A walk-thru exhibit, ideal for man and wife operation. In perfect condition. Complete with tractor—$4,000.00 cash. Can be seen at Mid-South Fair, Memphis, Tenn., this week, Caruthersville, Mo. (Fair), Sept. 30 thru Oct. 5; then per route of the Clint Grass Shows. Address
MRS. ESTHER GROSCURTH, 858 SOUTH ABOVE.

C. C. (SPECKS) GROSCURTH PRESENTS

## BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

WANT FOR CARUTHERSVILLE, MISSOURI, FAIR
COMMENCING TUESDAY, SEPTEMBER 30, THRU SUNDAY, OCTOBER 5.
FOLLOWED BY WALKER COUNTY FAIR, JASPER, ALA., AND A
CONTINUOUS ROUTE OF BONA FIDE SOUTHERN FAIRS.

SHOWS: Shows of all kinds with own transportation and equipment. Liberal percentage.
CONCESSIONS: Merchandise "Prize-Everytime" Hanky Panks of all kinds, Floss, Custard, Jewelry, Novelties, direct sales, etc.
HELP: Can always place reliable, sober Ride Help who drive semis and have chauffeur's license.
All address **C. C. GROSCURTH, Mgr.**
Mid-South Fair, Memphis, Tenn., this week; then Caruthersville, Mo., Fair.

## WANTED

Ticket Seller and Working Men who drive trucks. Young Ladies to work in Illusions. Also experienced Illusion Show Lecturer or young Magician who can memorize quickly. Long season. Top salaries every week. This Show is one hundred per cent non-alcoholic. If you drink keep away.

**A. W. McASKILL**
Corn Shelbrand Shows, Albuquerque, New Mexico, until Oct. 5th.

## WANTED TO BUY

Three Merry-Go-Rounds, park or otherwise. Three 25 Eli Wheels. Eight or 10 Kiddie Rides. Two Rock-o-Planes. Send photos if possible. No junk. Don't kid yourself and wait too long.

**S. B. RHODES**
1701 Herrisno Amarillo, Texas

## AGENTS WANTED

Skillo Agents, Pin Store Agents, Count Store Agents, also Wheel Agent. Can place BINGO CALLER. All replies

**A. R. (DUTCH) WHITESIDE**
Care Harrison Shows, Danville, Va., this week; Durham, N. C., next week.

**FOR SALE OR LEASE**

One 30 passenger portable Tom Thumb Streamlined Kiddie Train with Trailer. One Portable Jeep Ride complete on Trailer, consisting of 10 cars. One Boat Ride with tank and one Ticket Booth. These Rides are all less than 6 months old except Train which has been in use 2 seasons. Can be seen in operation. Will sell with contract for month of December or without. Also Hotel for sale with beer and liquor license. Wire, write or phone

S. A. CONROY
U. S. Hotel Mt. Holly Springs, Pa.
Phone 638 No collect calls.

**Playing Heart of the Cattan Country**

Can place Concessions of all kinds, Shows with own equipment

**R. A. NATHIENSON**
Ito Bona, Miss., this week

## Jackson County Fair

October 1-3
Due to disappointment could use five-ride Show.
**RAMOS A. KHAYAT, Chairman**
Jackson County Fair Assn., Moss Point, Miss., Phone 4521, or Escatawpa, Miss., Phone 161

## Ozark Empire Shows

Choice cotton spots when pickers are ripe; we know them as this is our country. $15 per week privilege; not over two of a kind. Percentage to party with Hanky Panks. Also want Chair-plane. Out till Xmas. Ask anyone who has been with us.
MANAGER, OZARK EMPIRE SHOWS
Imbeden, Ark., this week

**PROMOTERS**

—Get on our Mailing List.
Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event as at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena Auditorium Department, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

## GREATER MIDWAY SHOWS & CENTRAL AMUSEMENT #2

**WANT FOR BAILEY, N. C., FAIR, SEPTEMBER 29 THRU OCTOBER 4**

with five more Fairs to follow, then all winter in Florida. Few more Stock Concessions that work for stock. Place any Show that does not conflict; will furnish top for same. Want Help for Ferris Wheel and all other Rides. Boys, if you miss this don't say you were not invited. You can "get it" together in the spots we have booked. All address
**FRANK DICKERSON**
Fairgrounds, Sharpsburg, N. C., this week; then Bailey, N. C.

## Central Amusement Company

DIXIE'S OWN AMUSEMENTS' ● YOUR SATISFACTION OUR SUCCESS

Wants for Northampton County Fair, Jackson, N. C., Sept. 29-Oct. 4; Scotland Neck, N. C., Firemen's Peanut Festival, Oct. 6-11, and balance of season and all winter in Florida.
WANT Hanky Panks of all kind, Motor Drome, Custard, etc. Can place Shows with or without conflicting Rides. All contact:
**SHERMAN HUSTED, Mgr.**
Whitakers, N. C., Fair, this week; Jackson, N. C., Fair, Sept. 25-Oct. 4; then as per route

THIS IS IT! WANT CONFECTIONS AND PHOTOS
FALL FESTIVAL—DOWNTOWN STREETS—U. S. #40
## OCTOBER 23-24-25—RICHMOND, IND.

Parades, Street Dances, Events—Auspices: Retail Merchants. Positively no games—Very limited space. Can place—Novelties, Floss, Apples, Popcorn, Custard Photos, Waffles, French Fries.

## GOODING AMUSEMENT CO.

1300 NORTON AVE. UNIVERSITY 1167 COLUMBUS 8, OHIO

*FAIRS* *FAIRS*
## LEO LANE SHOWS
**WANTED** **WANTED**

Experienced Monkey Motordrome Operator. Also Front Man for new Funhouse. Ride Help, Power Plant, Tilt and Merry-Go-Round. SHOWS: Any worth while Shows with something inside. CONCESSIONS: Will book Pan Game with Hanky Panks. Can use a few more legitimate Merchandise Concessions.
All replies: LEO LANE SHOWS, Claxton, Ga., now; Baxley follows.

**FAIRS** **FAIRS** **FAIRS**
*Six Solid Weeks of Fairs*

Beginning September 29. Want Concessions and Store that work for Merchandise Cookhouse, must be neat and clean. Two of each kind "X" on Cookhouse Popcorn, Candy Apples, Candy Floss, Scales. SHOWS WANTED—Five or Ten-in-One Mechanical, Girl Revue, Monkey Big Snake, Motor Drome. Excellent territory for Dromes. F. W. Miller, wire. Can use two Kiddie Rides. No trains please. Sorry, have all of the Ride Help that I need. All wires and replies to
**FRANK W. PEPPERS**
PEPPERS ALL STATES SHOWS, Geneva, Ala.

## NEWELL C. TAYLOR

**WANTS**

Hanky Pank Agents for Water Game, Balloon Darts, Bowling Alley, Block Pitch, capable Help for Glass Pitch for Fayetteville, N. C., Fair week of Sept. 29 to Oct. 4; Wilson, N. C., follows, with two State Fairs to follow. Contact me.
**Care PRELL'S BROADWAY SHOWS**
Clinton, N. C., Fair, Sept. 22 to 27.

## B & H AMUSEMENT CO.

Wants for our Circuit of Fairs, in the best Agricultural and Industrial Section of the South, starting at Hampton Fair, Sept. 29th, including Orangeburg, Kingstree, Barnwell, Florence and Sumter Colored Fairs and a solid Route of Fairs and Celebrations extending through Thanksgiving Week. All in South Carolina. Crops are O.K. in this section. RIDES—Ocktopus, Flyplane, Octopus, Tilt-a-Whirl, or any Major Rides not conflicting. Kid Rides all open. All of these Fairs have a big Kids' Day. SHOWS—Will book any Shows except Minstrel. What have you? CONCESSIONS—Hanky Panks. Come on, ex ex. Want Man and Wife for small Cookhouse. Also Minstrel Performers and Musicians. Ferris Wheel Foreman and other Ride Help who can drive trucks. Fred Geckiere, can use you. All starting Sept. 29. Please contact Salley, S. C., this week; Hampton, S. C., Sept. 29th-Oct. 4th. W. S. HODGES, Mgr.; S. A. MURRAY, Gen. Mgr.

## LEE AMUSEMENT COMPANY

**FAIRS** **FAIRS** **FAIRS**

Decatur, Ga., this week; time North Florida Fair, Tallahassee, Fla., Oct. 27-Nov. 1. Need Fly-o-Plane, Octopus, Caterpillar. Dark Ride or any Ride not conflicting. Will book Motor Drome, Speedy Simms, Bill Collins, contact. Want Mechanical City, Crime Show, Ten-in-One or any worth while Grind Show. No Concessions wanted.
All replies to H. L. CHESON
Geneva, Ala., Sept. 29-Oct. 4; Atmore, Ala., Oct. 6-11; Quincy, Fla., Oct. 13-18.

OUR NAME BRAND LINES INCLUDES:
Dormeyer
A. C. Gilbert
Oster
Ansco Cameras
Remington Rand
Sessions
Elgin-American
International Silver
Horrocks-Ibbetson
West Bend
Dazey
Evans
Parker
A. S. R.
Ronson
Jacques Kreisler
Camfield
Richelieu
Eversharp
Sheaffer
Motorola
Rogers & Bros.
Wm. Rogers
Wales
Speidel
Benrus
Longines
New Haven
Hickok

No Question About It . . .
the new
TEMPLE
1952-53
CATALOG
IS THE NATION'S FINEST FOR PREMIUMS AND GIFTS
More Items ★ ★ Greater Values
52 pages beautifully illustrated for consumer acceptance. Hundreds upon hundreds of superbly packaged nationally advertised brands, many, many exclusive with Temple . . . a wonderful source for all your premium, gift and incentive merchandise.
For Quick Sales and Fabulous Profits . . .
Send for Your FREE Copy Today!
You Will Also Receive Temple's Confidential Price Book. Drop in to see our enlarged showroom when in Philadelphia
TEMPLE COMPANY, INC.
708 Sansom Street
Philadelphia 6, Pa.
MArket 7-8242


# DISPLAY-CLASSIFIED SECTION

**A MARKET PLACE FOR BUYERS AND SELLERS**

**REGULAR CLASSIFIED ADS . . .** Set in usual want ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ a word — Minimum $3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS . . .** Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: $1 a line—Minimum $6.

**FORMS CLOSE**
**THURSDAY NOON IN CINCINNATI**
**FOR THE FOLLOWING WEEK'S ISSUE**

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson Bl., Cincinnati 22, early in the week.

## ACTS, SONGS & PARODIES

"DONKEY HE'S GOING ALONG"—PEP Tune and Song Special by Will Sullivan, $5 per set, postpaid. Englewood Music House, 518 Englewood Ave., Chicago, Ill.

"EMCEE" MAGAZINE — CONTAINING Band Novelties, Parodies, Monologs, Comedies, Jokes; subscription, $2, add $1 for four gag-packed back issues. Emcee-It, P. O. Box 983, Chicago 90 oct2

OVER FIFTY SONG TITLES AND JOKES for one dollar laugh getters. Send to Jack Young, 1033 E. Oak St., Louisville 4, Ky. oct18

SINO — MAUR'S "LIBERTY BELL." Copies. Grimes Music, Shubert Building, Philadelphia, Pa. oct

SINGERS AND MUSICIANS — PIANO VOCals, orchestrations, band scores; school songs arranged; manuscripts corrected and prepared for publication; send manuscripts for estimate Val's Arranging Studio, P. O. Box 1806, Sarasota, Fla. oct4

SIX SOCKO MONOLOGS! "THE GIRL Across the Alley!" Wow! "The Bus Ride!" Laughroar! "Senator Windbag," timely political flop! "Girls!" Always interesting! "Maternity Hospital!" Mmmm! "Sam Slade!" Radio detective burlesque you'dread! Sun 8-16 minutes each; $3 each; six for $15. Hollywood Writers, 7315 Sunset Blvd., Hollywood 46, Calif. oct1

## AGENTS & DISTRIBUTORS

A FREE CATALOG WITH WORLD'S BEST Values. Novelties, Gifts, Watches, Jewelry, Appliances, Toys, Sundries, Vitamins, etc., from big mail-rate wholesalers since 1916. Mills Sales Co., 26 W. 23rd St., New York. tf

AGENTS — ACT NOW! STAMP SOCIAL Security Plates; Stamping Outfits; samples, with Name and S. S. Number, 25¢; literature free. General Products, 11 N. Pearl Bldg., Albany, N. Y.

ALL NYLON LADIES' BRIEFS—ELASTIC waist and leg, rose, blue, white, sizes 5, 6, 7, $5.50 doz. Free catalog, free sample. Boso-Tex Nylon Division, 41-43 Amboy St., Brooklyn 12, N. Y.

AMAZING! TALKING CHRISTMAS CARDS They really talk; everyone buys! Six samples with particulars sent prepaid, $1. Shafer Co., Box 725, Kansas City 41, Mo. oct18

BIG PROFITS SELLING PREMIUMS— Cookware, appliances, silverware; we bring catalog, refundable E. E. Stiely, Millersburg, Pa. oct4

BIGGER PROFITS—SELL BOEHLER BUSIness Signs; over 1500 varieties; free catalog, 15 samples, $1 postpaid. Boehler Signs Goets, Lemay 25, Mo. oct27

BUY IT WHOLESALE FROM MANUFACturers, distributors; save and profit. Literature free. United Buyers Service, 3400 Selma Ave., Knoxville 14, Tenn.

CARDED CANDIES, NUTMEATS, SALTED Nuts, Mushrooms, Gorilla, Chilimix, Coconut, Spices, Coffee, Breathlets, Shrimp, Fresh Pistachios, Peanuts. Peerless. 538A Central Park, Chicago 24

CHARGE YOUR OWN PRICES! WE SHIP, pay postage and people buy, all necessities! Free samples! Sebastian, Box 111, Universal City, Calif. oct4

CLIP COMBS — HEAVY WEIGHT. Assorted colors; 100 Cards, 1welve, $20. Sample Card, postpaid, 30¢. Carleton Hoosne (BB), Texas City, Tex. oct27

COLOGNES, TOILET WATERS, PERFUMES Brand name with French oils, attractively packaged, formerly nationally advertised. Price substantially reduced. Excellent premium and canvassers items. Arrow Laboratories, Inc., 500 11th Ave., New York 36, New York.

COMIC POST CARDS—NEW GAGS, BRILliant full color, finest art work, best glossy paper. Retail for a nickel. Price to trade, $35 per 1000. Samples, $1. Jobbers and Distributors wanted. Continental Publishing Co., 700 Fifth St., Sioux City, Iowa

MORE AGENTS AND SALESMEN will read YOUR AD
If you use display type and white space.
Use the convenient order form on page 68

DECALCOMANIA TRANSFERS NOW OFfered in small quantities, quick delivery; add attractive name plate on your product is the best advertisement. Side line salesmen wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Malco," X L, Boston 19, Mass. mp

DO LAUGHING—TONY AT THE BALL Game and what he learned about women; samples, 25¢. 4 for $1.00. Abbey Specialty, 212 Fifth, Ellwood City, Pa. oct

EARN 400% SELLING LOW PRICED ATtractive watches. Free salesman's samples. Kermit Sales A, Room 608, 580 Fifth Ave., New York oct27

FOOTBALL CONCESSIONAIRES — SELL army surplus Rain Covers; samples, 3 for $1, $7.50 per 100, cash. Charlie White, Fort Oglethorpe, Ga. oct27

FULL FASHION LADIES' NYLON STOCKings packed in individual cello bags; ideal for promotional and give away items. In quantity lots, $2 per dozen; sample dozen, $2.50. All orders given prompt attention. The R. W. Gentle Hosiery Co., P. O. Box 495, Huntsville, Ala.

HANDKERCHIEFS — ALL KINDS, ALSO holiday boxed, Scarfs, pure silk, all sizes; ladies' and children's Pajamas, nightgowns, robes. Write A. Bubin, 1182 Broadway, N. Y. C.

JOKERS' FUN SHOPS—FULL CREDIT Allowed on items returned. Jobbers offer some items to dealers. Eagle Specialty Co., Akron 14, Ohio. oct27

LUCKY GADGETS, JOKER NOVELTIES— Twist hundred pieces, dollar; 700 snappy Fun Cards, dollar; fifty brief Cartoon Booklets, dollar. Quaker Bureau, 2295 Concourse, N. Y. City 53. oct4

MAKE $300 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good man; no experience needed. Electric Ad Clock Co., 2122 North Jefferson St., Chicago 6. oct

MAKE PERFUMES AND COSMETICS AT home. Profitable business. Information free. Men, women, write "Carey Laboratories," 1614 Chestnut ER, St. Louis 3, Mo. oct18

Rugs, $29.50 ea. Buy DIRECT from Reliable Importer. Glowing Oriental Reproductions and Broadlooms. Extra heavy 9x12 room-size RUGS! Perfect quality. Woven through to back of durable, fine selected Bayou Cotton Yarns. Greatest Money Maker today. SIZES 2x3 to 9x12. If not satisfied, money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C.O.D. if not rated.
I.L.O-US TRADING CO.
Dept. S-49, 900 No. Kingshighway St., Louis 8, Mo.

SEEING A PINK ?
"BUG in a SHOT Glass"
Real Bug in a Whiskey Glass
THE NEWEST CRAZE
Got ANTS IN THE PANTS
REAL ANTS embedded in plastic. More Fun Than a Picnic.
It's a joke, son!
AN ICE CUBE WITH A REAL BUG INSIDE IT
Can be "SERVED" over and over again. If your distributor or jobber does not carry these items in stock, write us, giving name and address of distributor or jobber.
Samples, 50¢ each
LIBO PLASTICS CO.
1132 N. 24th St., Milwaukee 3, Wisc.

SENSATIONAL VALUES
14K Gold Plated Chronograph
$3.90
• Jewel Movement
• Copy of $75 Watch
• Brand New
• Accts Medium Plate
• 1 Yr. service Guarantee
• Individually Gift Box'd
• Genuine Leather Strap
(With matching gold plated link expansion band, $1.00 add'l.)

Men's RHINESTONE DIAL WATCH
$4.25
• Brand New
• 14 Kt Gold Pl Case
• Hand Set Genuine Rhinestone Ruby Dial
• Jewel Movement
• Fine Leather Strap
• Copy of $75 Watch
• Individually Boxed
• 1 Yr Service Guarantee
(With matching gold plated link expansion band, $1.00 additional.)
Wholesale only. 6 watches minimum $5.00 additional for samples. 25% with order, balance C.O.D.
BROOKS Products
[illegible] Broadway, New York 4, N. Y.

bingo SUPPLIES and EQUIPMENT
2 & 10 Color Specials
4-5-6-7 up
Midgets 3,000 series—7 colors
Paper & Plastic Markers
Wire & Rubberized Cages
Pencils—Crayons—Clips
5 x 7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards made to order
JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

"BIG PROFITS!"
From the Complete
CHEWING GUM LINE!
• Cellophane Wrapped
• Fresh From the Factory
• All Flavors and Types—PLUS Bubble Gums—1c, 2c, 5c Items!
HALF OF STANDARD BRAND PRICES!
All sizes Ball and Vending Gums, Chiclets & Dubl-L Chews, Baby Midget Chicks Tablet Gums. Three pieces—5c, 10c & 25c pieces per lb. Priced 30c lb. Chiclets type, 31c lb. Dubl-L type
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant Newark 4, N. J.

## USE THIS HANDY FORM NOW

**1** Type or print your copy in this space:

**2** Check the heading under which you want your ad placed:

- ☐ Acts, Songs, Parodies
- ☐ Agents and Distributors
- ☐ Animals, Birds, Pets
- ☐ Business Opportunities
- ☐ Costumes, Uniforms, Wardrobes
- ☐ Food and Drink Concession Supplies
- ☐ Formulas
- ☐ For Sale—Secondhand Goods
- ☐ For Sale—Secondhand Show Property
- ☐ Help Wanted
- ☐ Instructions, Books, Cartoons
- ☐ Magical Apparatus
- ☐ Miscellaneous
- ☐ Musical Instruments, Access.
- ☐ Partners Wanted
- ☐ Personnels
- ☐ Photo Supplies and Developing
- ☐ Printing
- ☐ Salesmen Wanted
- ☐ Scenery, Banners
- ☐ Tattooing Supplies
- ☐ Wanted to Buy

**3** Indicate below the type of ad you wish:

- ☐ REGULAR CLASSIFIED AD—15c a word
- ☐ DISPLAY-CLASSIFIED AD—$1 per agate line (14 agate lines to the inch)

**4** Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati, Ohio

Please insert the above ad in ..... issue

- ☐ I enclose remittance of $.....
- ☐ Please bill me.

Name .....
Address .....
City .....State.....

## BEAUTIFUL CROSS

MIRACLE CROSS

When you place the center of your eye you can see the LORD'S PRAYER clearly and distinctly

RETAILS UP TO $6.95 EACH.

**OUR PRICES TALK ! ! !**

d999-N Set with 12 Brilliant cut stones, Chain and Cross in beautiful white finish.

$4.25 Doz. | $48.00 Gross

d999-G Same as above, Chain and Cross in beautiful gold finish.

$6.00 Doz. | $66.00 Gross

No. 185 Full of Life! Fine Brilliancy $3.85 doz. $45.00 gross

Gold finish. White brilliant sparkle. Bed sides.

Please state your business. Deposit with all C.O.D. orders. F.O.B. Providence

**Providence Ring Co.**

49 Westminster St., Providence, R. I.

## JUST OFF THE PRESS!

## NEW CATALOG

for

Engravers • Demonstrators

Fair Workers

•

WRITE FOR YOUR COPY OF

**CATALOG No. 107**

Containing complete selection of jewelry especially for the engraver, demonstrator, and fair worker

**Also CATALOG No. 56**

Contains most everything in merchandise for the jeweler,

•

STATE YOUR BUSINESS!

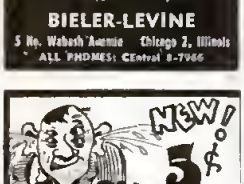
•

All Orders Shipped Same Day Received

**BIELER-LEVINE**

5 No. Wabash Avenue Chicago 2, Illinois

ALL PHONES: CEntral 6-7966




53 Snappy Numbers in Full Color!

Many choice territories open for Jobbers and Distributors.

*Write for our new catalog*

**H. K. KITTRELL CO., Inc.**

Box 182 Waterloo, Iowa

## For Hustlers Only

*UNLIMITED OPPORTUNITY*

**$50-$75-$100 DAILY**

Sell dirt ad pieces of fine enbarding, tropical, sharkskin, etc., 60-inch width, fabrics in attractive colors. Excellent for men's, women's skirts, sport shirts, etc. Fast moving in popular demand

*We Sell Below Wholesale*

For further information and price list contact:

**LONDON CROWN, INC.**

60 West 37th Street New York 8, N. Y. MUrray Hill 3-9330

**MERCHANDISE**
ELECTRICAL APPLIANCES, ROGERS SILVERWARE, CUTLERY, GIFTWARE, CLOCKS, PREMIUMS, NOVELTIES. State business when writing for catalog!
ROBEL SALES CORP
244 Canal St., Dept. B New York, N. Y.

**Priced for YOUR Profit**

MEN, WOMEN—DOUBLE YOUR INCOME selling new erase sweeping country. Good profits; steady repeats. Territories Specialties, 310-G Fifth Ave., New York 10, N. Y. se27

OVER 100 RED HOT MONEY MAKING Items for gasoline, agents, demonstrators, dealers, etc. H. Bellon, 216 W. Jackson, Chicago 6.

PLASTIC SCALLOPED TABLE CLOTHS—Aprons, Drapes, Cottage Sets, Bed Spreads, lowest prices; free samples. Rose-Tex, 41-42 Amber St., Brooklyn 14, N. Y.

QUICK EXTRA CASH—SELL AMERICA'S outstanding line of Christmas box assortments and personalized lines, plus hundreds of extra profit items. Monogram Playing Cards, Wedding Invitations, Gift Items, de luxe assortments, Name Nylon Hosiery. Write today for 60 free samples in six beautiful portfolios. Gift catalog including Emeraft, Chicago, Dept. ff, 5030 So. Western Ave., Chicago 36, Ill. se27

SELL BIG MONEY MAKER TO MEN AND women. Easy handwork makes fast-selling useful articles. Kampis free. Sunmade Co., Brockton 64, Mass. oc4

SMART LOOKING GREETING CARDS FOR all occasions, to your liking, very reasonable. Send $2 for sample. Zuch, 1454 Walton Ave., Bronx, New York.

RESURRECTION PLANTS—MIRACLE OF nature. Unique vegetable novelty, opens beautiful green; sells for thousand. Antonia Cevasco, 1318 San Eduardo Av., Laredo, Tex.

TEXAS LONG HORNS, VERY RARE, beautifully mounted, highly polished, have special price. 6 feet from tip to tip, $60, 7 feet, $100, 8 feet, $200 per set. Guarantee satisfaction. National Products Company, Laredo, Tex.

THRILLING GREETING CARDS AND PICtures artistically painted on natural skeleton leaves, assorted samples air mailing, $2. Motiwala Third Brijwada 30318, Bombay 2. se27

WHOLESALERS & JOBBERS—BEAUTIFUL reproduction of heavy hand-carved Saddle Ring, Conchitas priced, adjustable, $24 gross; sample doz., $3, 25% deposit, balance C.O.D. Circle Products, 166 W. 131st St., New York 11. oc11

5 IN 1 SAW SETS, 41c DOZEN; 8 PIECE Screw Driver Sets, 90 dozen. Other Sets sells and costumes jewelry sets Weco, 21A Portland St., Boston 16, Mass. oc4

## ANIMALS, BIRDS, PETS

A BETTER PLACE TO BUY THE BEST IN reptiles, over 300 species in stock, shipments in streamlined returnable boxes to save you money, dens of Pixots, also small animals and make safe insect cover. Contact Gary Garretson Phone 1180, Ross Allen's Reptile Institute, Silver Springs, Fla.

A BEAUTIFUL HEAVY BODIED, GOOD feeding 17 foot Anaconda on hand for immediate shipment. Also Red Constrictors, large Iguanas, Tegu Lizards, Giant Toads, Capuchins, Ringtails, Squirrels, Marmosets, Rhesus and Spider Monkeys, we have a good variety of small cage animals. This week's special young healthy Rhesus Monkeys for pets, $35. Tarpon Zoo, Tarpon Springs, Fla.

## MORE BUYERS

will read your ad if you use

**DISPLAY-CLASSIFIED TYPE**

Complete information upon request

**CONVENIENT ORDER FORM**

on page 68

CALIFORNIA SEALS, SEA LIONS—WILD or trained. We are main suppliers zoos and circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. oc4

DEER FOR SALE—TWO WHITE DEER, Buck and Doe, two young White-Tail Buck and Doe, tame and gentle. R. H. Muenkuit, RFD #3, Syracuse, Ind. oc4

ELEPHANT MEN, ATTENTION — OFFERing perfect Indian Baby Elephant, not under five feet if tolerated contact Chas Wild Animal Farm, Egypt, Mass. oc4

FOR SALE — MIDGET BLACK ANGUS Bull, young, very healthy, reasonable Lee Gibson, Mitu, Texas.

LIVE PONY RIDE—4 YOUNG BEAUTIES part Arabian, new saddles, bridles, halters; 7½ ton, dual wheels, good tires, new motor, enclosed body horse truck, 41 Chevrolet; stakes, ring banner. Ready to go for fairs new Owner ill quick sacrifice, $1300 Box 6778, Holly Hill, Fla.

MAN FORMERLY OWNING HIS OWN animal and reptile farm desires position as manager of animal or reptile farm; would consider position as concessionaire, lecturer and animal trainer George E. Marshall, Concord Rd., RFD 3, Nashua, N. H.

MEXICAN YOUNG GENTLE BURROS (donkeys), special for children to ride on, $25 each. Write for full information. Antonio Cavazos, 1318 San Eduardo Ave., Laredo, Tex. oc4

MEXICAN IMPORTED DONKEYS (BURros) tame for children to ride on; 4 months old; only $65 each. National Products Company, Laredo, Tex.

PLENTY HEALTHY SNAKES NOW, ALSO Armadillos, Terrapins, Alligators, Monkeys, Rheasus, Bucks, spiders, Peccaries, Agoutis, Emus, Tame Female Pigtail Monkey, Sanirrels, Parrots, Rats, Coatimundis, Jungle Bats, Prairie Dogs, Wild Ringtail Cats, Gila Monsters, Decorated Skunks, Ferrakeets, Phone 741 Otis Martin Lake, New Braunfels, Tex. oc25

SHOWMEN—IF YOU HAVE CLOSED YOUR season and wish to dispose of your live stock, write full particulars and prices to Chess Wild Animal Farm, Egypt, Mass. oc4

SOUTH AMERICAN STOCK—AT LOWEST prices ever; safe delivery guaranteed. Seals, sealions 7 ft., $1.50 per ft., under 10 ft., $3.50 per ft.; Baby Alligators and Iguanas, $15 per dozen; Squirrel Monkeys, 6 for $100; young Cinnamon Ringtails, 8 for $125, 50 per cent deposit required with orders; many other specials. Write for price list. Tropical Hobbyland, 1525 Northwest 27th Ave., Miami, Fla. Largest Importers in the South. se27

WILD LIFE—SNAKE—SEND 'EM OUT talking. Feelings, medium Cobras, head spoodled type, $35 each, or 3 for $100; Pythons, Boas, Tegu Lizards and Iguanas, young Ocelots, Baby Alligators, Coatimundis, Monkeys, Birds and Reptiles. Mowrer's Bird & Animal Farm, 1621 St. Louis St., Springfield, Mo. Phone 67932. se27

## BUSINESS OPPORTUNITIES

ATTENTION, BUSINESSMEN, REALTORS, Mfrs., Importers, buy your advertising Calendars, Novelties. Specialties direct, save money. Best lines in America, fully guaranteed. Open accounts to rated companies. Write or wire for quotations, your choice advertising, nonreturnable samples to be saved for fiscal year. Free Sales, P.O. Box 6187, Sta. B, Albuquerque, N. M.

BE A JOBBER WITHOUT INVESTMENT, without inventory. Discounts 50% and more, even to small buyers. Deal from $500,000 stock. Sell stores, individuals. Profits up to 100%. Terrific line of toys, novelties, jewelry, housewares. Modern Merchandise, Dept. 23, 169 W. Madison, Chicago 2, Ill.

FOR SALE—GREYHOUND RACER, LIKE new, has been operating. Seasonable rest for location, includes apartment. 6012 Beardsley, Wichowsky, Ind.

FROZEN CUSTARD MOBILE STAND— Complete, ready to operate, sacrificing for $1,500. Robert Fleming, 2040 E. 119th St., Cleveland 6, Ohio.

NEW ELECTRIC MACHINE BAKES scrumptious doughnuts; attracts crowds; you'll make money serving hot doughnuts, weighs 60 pounds; small investment; free booklet. Herbert Kay Co., 3565 S. 15 Ave., Minneapolis 7, Minn.

PORTABLE RINK — 90x130, FULLY equipped; price, $10,000. E. E. Brasel Tower Terrace Village, 76th and Dodge Omaha, Nebr.

ROLLER RINK FOR LEASE IN AMUSEment Park, year-round operation. Tim Nolen, Mynahalis Park, South Zanesville, O. oc4

## YOUR OFFER

will be seen by more readers if your advertisement is given the advantages of display type and white space. Use the

**CONVENIENT ORDER FORM**

on page 68

START A VENETIAN BLIND LAUNDRY— Profit opportunity for lifetime Business, new machine method; free booklet on request L. B Co., 422 N Seneca St., Wichita 12, Kan. se27

THEATER FOR RENT—DOWNTOWN SECtion Rochester, New York. Capacity approx. 900. Immediate occupancy. Edelman, 250 Broadway, N. Y. C. BA. 7-5600

TO $35 WEEKLY SPARE TIME. HOME Operated Mail Order Business. Successful beginner's plan. Everything supplied. Lynn, 10420-C National, Los Angeles 34, Calif.

WHERE TO BUY WHOLESALE ELECTRIcal Appliances, Novelties. Costmee Jewelry, Cookware Sets, other essential merchandise. Write Distributors. 130 Broadway, N. Y. M

## COSTUMES, UNIFORMS, WARDROBES

IF YOU NEED COSTUMES—WE HAVE stock from Lester's and Lampage's. We need space. You can take big bargains. Chorus sets, principals for floor shows, tuxedo fronts, circulars for dancing schools. Cash and carry. No mail orders. The Costume Mart, 67 E. Lake St., Chicago, Ill. Open Tues., Wed., Fri., Sat., 10 to 5 p.m.

## FOOD AND DRINK CONCESSION SUPPLIES

FINE FLAVORS FOR MAKING SNO-CONE and fountain syrups. Write for price list. Ilela Ricks, 600 Dallas Ave., Houston, Tex. se27

## FOR SALE SECONDHAND GOODS

A THREE WAY MUG JOINT TRAILER, including full length, complete living quarters. Clifford Pruitt, Johnny United Shows, Huntington, Tenn.

ABOUT ALL MAKES POPCORN MAchines available from Sources. Candy Cooker Machines, Peanut Roasters. Brispy Korn 120 S Halsted, Chicago, Ill. oc4

ALL WHITE WORKING TRAILER—PLATE glass sliding windows all around, large stainless steel cooler, fluorescent lighting 8' by 20'. Must be seen to be appreciated. Asking $5500. Bourbon, fed. ed Belamance, Mich., Fairs. Eddie's Tuffy.

RACE BALL BATTING MACHINE—TWO batters can bat at same time; gand condition, first one thousand dollars takes it away. Used one year. Antonio Phone Machine, 6 posts for 25¢ Frampton, 670 Lang Beach Rd., Oceanside, N. Y.

## FOR SALE FOUR USED KIDDIE RIDES

Rpnsselaer Trpin—Rocket—Boat—Auto. Lon Fisher, 6 E. Lake St., Chicago 1, Ill

TWO KIDDIE CHAIRPLANES—ONE 12 seat and one 8 seat, $200 and $250; Kiddie Rocket Swing, $500; 36 passenger Ocean Wave, $950, no motors, come and see same; or photos, Tothill's, Youngstown, N. Y. Phone 7-7361.

16MM SOUND PROJECTORS—$99.95 COMplete. All guaranteed. Features and short subjects, outright sale and rentals. Mipot Films, Inc., Millbridge, Me.

## FOR SALE—SECONDHAND SHOW PROPERTY

ALL 16MM SOUND—3,000 REELS; FEAtures, $30; some $80, need Projectors, $150. Programs rented anywhere. Boshen 128 N. Court, Memphis 4, Tenn.

CONCESSION PLANS—SHALLOW JOINT (23 games), 4-Way (12), Ball Rack (13), African Dip (2), Concession Trailers, Photo Gallery, including Camera, Short Range Gallery, 90 each; High Striker, $3, all for $21. Free circular. Brill, Box 875, Peoria, Ill.

DROP CURTAINS — COMPLETE STOCK being closed out. Send for free list and descriptions. The Costume Mart, 67 E. Lake St., Chicago 1, Ill.

YOU CAN EASILY SEE

**HOW A SPACE LIKE THIS**

will enable you to put your selling story over to

**BETTER ADVANTAGE**

resulting in

**BIGGER PROFITS**

Complete information on page 6R

FOR SALE—MERRY-GO-ROUND HORSES, cast aluminum. Three different styles; large major horses, two small horses. C. A. Gerse, P. O. Box 37, Azle, Tex. oc4

FOR SALE — GYTTIRR, LOOP-O-PLANE, Bpliopiane, 8 Acropianes and nonipmeol in operation 400 W. Washington St., Venice, Calif. Make offer. Write 1281 Chautauqua, Pacific Palisades, Calif. Exbrook 3-3870.

FOR SALE, CHEAP—FIRE ENGINE, CROSley Tractor with trailer and ladders. Will seat kids, good for parades, shows, fairs or carnival to find condition. Camp Homecoming, Westover, Mrs. John Keeler, Prattsville, Mich. se27

FOR SALE OR TRADE—30x30 TENT, tramp for 60mm prints or shorts. B. W. Orwen, Berea, Ky.

HOLMES 16MM PROJECTOR, LIKE NEW: test, new walk, 2 screens, new slide projector, 1000 watt, 8 accessories, 60 double folding seats. Stored Western Wis. Bargain, $750. Write John Hannon, 1802 W. National, Milwaukee.

BIDDIE TRAIN—GAS DRIVEN, DIESEL type; 90 passengers or 14 adults. All aluminum cars, coach seats. Cost $32000, used one season; $36 ft. track, cash $2200. Kiddie Fire Engine Tractor-Trailer Ride, 20 passenger; new trailer this year. Cost $1800, sell for $950 cash. Eastern Amusement, 137 Atlantic Ave., Geneseneo, N. Y.

MARIONETTE — WIRE-HAIRED TERRIER, life sized, completely animated. Reasonably priced; will furnish photograph. Box 601, Billboard, 1564 Broadway, N. Y. C. 36.

(Continued on page 70)

## WORLD'S HOTTEST PROMOTION ITEM!

*BIGGEST, FLASHIEST VALUE EVER OFFERED!*

- JEWELED WRIST WATCH WITH SWEEP SECOND HAND
- GOLD PLATED STRETCH BAND
- STREAMLINED FOUNTAIN PEN
- MECHANICAL PENCIL
- CUFF LINKS & TIE SLIDE
- FULL LENGTH KEY CHAIN

**7 Pc. WATCH SET**

Only **$6.75** PER SET

Compares with many sets selling for 10 times its price.

EVERY ITEM IN SET IS GOLD FINISH

Beautifully gift packaged in smart blue velour, hinged box with satin-lined cover

25% DEPOSIT WITH ORDER BALANCE C.O.D.

**GEM Sales Co.** 533 Woodward Detroit 26, Mich.

**PROFITABLE SALES**

**Ladies' New Watches**

Exquisite copies of $400 diamond watches, handset rhinestones. Guaranteed. Retail top of $75. 18-Jewels. $12.95. 1 Lots of 6 ..... ea.

Elgin • Bulova • Benrus

Brand new 1952 model cases for gents and ladies. Rebuilt movements, guaranteed like new 7 jewel ..... $9.95

16-J. $12.50 — 17-J. $14.95

Men's Mesh Expansion Band, $1.49 add. Plastic Gift Box 75¢ add.

WHOLESALE ONLY—25% deposit with order, balance C.O.D. Open Account to Rated Houses.

25¢ for new 116-page wholesale catalog

**MIDWEST WATCH CO.** 6 S. Wabash Ave. Chicago 3, Ill.

MORE SPARKLE THAN DIAMONDS

RUSTLE

AA1 White Gems Here's a gem that is clearer in color and Brilliancy like one shown on the market at today. Sizes 1 carat and up per carat. Beautiful yellow Gold, newest style mountings, additional, $12.50 and up. The same available in ladies' $9.50 and up

**ATTENTION, ENGRAVERS**

—NEW LOW PRICES—SAME HIGH QUALITY—

No. 788 $13.00 Complete With No. 954 $14.00 per gross

Sister Hooks per gross

NO. 3100 NICKEL PLATED $12.00 GROSS

FREE ($9.00 VALUE) VIBRO-GRAVER WITH EACH ORDER AMOUNTING TO $100.00 OR MORE.

**FRISCO PETE**

ALL PHONES: FRANKLIN 2-7567

Beside Only

**CHRONO-STOP!**

R 1 Jewel Chrome Case
R 2 Button Stop Watch
R Antimagnetic
R Leather Band, 15¢ Extra
• 1 Year Written Guarantee by Curtis. Plus Free Instruction Booklet.

$3.35 Each in Doz. Lots

Sample, $3.85

PLUS: PITCHMEN & PROMOTION MEN "EXCLUSIVE"!

All Year Around Service—Ads, Mats, Territory Information. Free Exchange, Prompt, Conscientious Service. Contact Us Now.

20% deposit with C.O.D. shipments

**CURTIS DISTRIBUTING CO.** 152 W. 42 St., N. Y., N. Y.

**HUNDREDS OF NEW IMPORTED AND DOMESTIC NOVELTIES**

SUCH AS YOU HAVE BEEN LOOKING FOR, WILL BE LISTED AT AMAZINGLY LOW PRICES IN

Bascon, Toba or Midway Blankets $2.95 each; case lots, $2.95 each. 1½" Comic Buttons, per gr. $2.75. 6" Feather Dressed Cell Dolls, gross $7.50. 12" Feather Dressed Cell Dolls, gross $36.00. These are just a few of the outstanding values our new catalog offers. Send for your copy today!

**GELLMAN BROS.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**Punch Work Demonstrators**

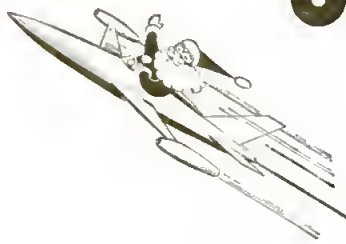
You can make MORE money selling our PERFECTED ART NOVELTIES. Get consisting of holder and 4 points, $3.00 per 100. All sticks plated steel. Other size points also obtainable. Samples set $1 each with order. Terms, 60% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Bag Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories.

**HOME ART and NOVELTY CO.**
1140 FARWELL AVE. CHICAGO 26, ILL.

**NEW CATALOG**

Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG. State Business. Catalogs not sent to individuals.

**N. SHURE CO.** 220 W. ADAMS STREET CHICAGO 6, ILLINOIS



# ON THE WAY...

... to set new highs in Christmas sales and profits for you!

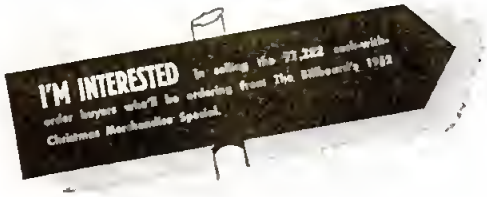
# CHRISTMAS BUYING GUIDE

far 71,222 active Billboard readers comprising a tremendous national cash-with-order market for all types of Christmas gift and novelty merchandise.

DATED NOVEMBER 1
DISTRIBUTED OCTOBER 28
ADVERTISING DEADLINE OCTOBER 22

***An EXTRA advertising value at REGULAR advertising rates***

**Make your plans NOW . . . use the coupon TODAY!**




Company_____

City_____ Zone____ State_____

Address_____

Signed_____

☐ Have a salesman phone or call to tell me more.

☐ Please prepare suggested copy and layout for an ad that will cost no more than $_____. There is no charge for this service and it puts me under no obligation whatsoever.

☐ Reserve advertising space at amount checked below. I'll see that complete advertising material gets to you in time for your Oct 22 deadline.

**MOST POPULAR SIZES AND COSTS:**

| | |
|---|---|
| ☐ Full page . . . $605.00 | ☐ 1/5 page . . . $176.00 |
| ☐ 3/5 page . . . 429.00 | ☐ 1/10 page . . 93.50 |
| ☐ Half page . . . 412.50 | ☐ Other (fill in, in dollars, amount you wish to spend): $_____ |
| ☐ 2/5 page . . . 330.00 | |

**Complete and mail TODAY to your nearest BILLBOARD office:**

NEW YORK 1564 Broadway Plaza 7-2000 | CHICAGO 188 W. Randolph St. Central 6-6765 | CINCINNATI 2160 Patterson St. Dudley 6450 | DETROIT Fox Theater Bldg. Woodward 2-1100 | ST. LOUIS 390 Arcade Gilmore 0448 | HOLLYWOOD 6608 Sunset Blvd. Hollywood 9-5831

## FOR SALE—SECONDHAND SHOW PROPERTY

● Continued from page 69

MOUNTED GUCKINO HORSE, TRAILER for hauling, brakes, controls, hitch, all accessories. 8 Camera, 2x2 Picture, Tanks, Paper, Chemicals, all accessories; asking $650, must sell. R McKnight, 604 Madison Ave., Covington, Ky.

THEATER CHAIRS, TENTS, DEVRY PROJECTORS, Folding Chairs, Sidewall, Snow Machines, Bleachers, Drive-in Speakers. Lone Star Seating Co., P. O. Box 1734, Dallas, Tex.

WE SELL ANYTHING, ANYWHERE; NAtionwide and export, quick action; 6% commn, good deal assured. Young's, Box 250, Moravia, N. Y. oc4

16MM SOUND MOVIES FOR RENT—LATE releases, low prices. Pendricks Film Exchange, 196 Spring St. Phone 6068. Charleston, S. C. no8

## INSTRUCTIONS, BOOKS & CARTOONS

HYPNOTISM—ENTERTAIN WITH HYPnotism! Homestudy course. Diploma awarded. Write The Columbian College, 255-B South Brevard, Suite 18, Charlotte, N. C. se27

## MAGICAL APPARATUS

A BRAND NEW #23 CATALOG MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddhas, Graphology, Magic, 144-page, illustrated catalog. Buyer's Guide, both 30c, wholesale. Nelson Enterprises, 336-R, S. High, Columbus, Ohio. oc11

## YOUR PRODUCTS

and advertising message included in a space like this will

SELL SELL SELL

Use

DISPLAY-CLASSIFIED

style of advertising

SUB MINIATURE RADIOPHONE FOR Mentalists, weighs less than pound, easily concealed, illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. oc11

THE MAGIC HEADQUARTERS FOR AMAteur or professional magicians. 1001 tricks for pocket, parlor, stage, mindreading and spirit effects. Get lists now. James P. Earn, Box 276, Philadelphia 3, Pa. se27

## MISCELLANEOUS

ALUMINUM ANGLE—NEW, 80 PIECES, 18 feet lengths, 1¼x1¼x3/16 inches, $100. 815 E. 24 St., Norfolk 4, Va.

ATOMIC IDENTIFICATION TAGS—NAME, address and blood type or Social Security number impressed in metal disc. Also used as key protector; 25c, 3 for $1. R. Hoda, Laurel Springs, N. J.

NATURAL BLACK WALNUT NOVELTIES are fast selling souvenir and gift items. Illustrated wholesale circular free. Ozark Hills Industries, Eureka Springs, Ark. oc4

TAPE RECORDERS, TAPES, ACCESSORIES. Nationally advertised brands. Unusual values. Oreenser, 626-R E. 20th St., New York 9, N. Y. oc18

U. S. SECRET WEAPONS IN 3RD DIMENsion. 10 full color views complete with viewer $1 postpaid. Stereo-Color Corp., 1117 Commerce Bldg., Rochester 4, New York.

## MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS, MARIMBAS, XYLOPHONES, Vibraphones, Kettle Drums, Chimes, Guitars, all band and orchestra instrs. and accessories. You can get your musical instrs. new and some rebuilt at wholesale prices. International Band Instr. Co., Box 168, Decatur, Ill.

## PARTNERS WANTED

NO HURT, TROUBLE FREE TRANSPORtation, Ever Ready, Calchumah, Pleated Trap. State rights for sale. Partners wanted. Dr. Roberts, 223 W. Central Ave., Valdosta, Ga. np

## PERSONALS

ANYONE KNOWING THE WHEREABOUTS of Joseph Mort, scale man with various carnivals, contact Moses, 3010 N. Broad St., Philadelphia, Pa. Livingston 9-7790. Important. Fifty dollars reward for the first one to supply the above information.

## PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC POSEGROUNDS, BACKGROUNDS Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin Ave., St. Louis 6, Mo. oc25

COPIED—ENLARGED FROM PHOTO, 5x7 or 5x10, $1, beautifully colored, $1 additional. Original returned unharmed. Johnson, Box 1635, Washington, D. C. se27

DIRECT POSITIVE PHOTOGRAPHERS— We supply everything you need, reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices, we are old and reliable, since 1903. PDQ Camera Co., 1181 N. Cleveland Ave., Chicago, Ill. 18

DIRECT POSITIVE OPERATORS — ALL supplies needed. Cameras and complete outfits. Prompt service. Lone Star Photo Supply Co., 2405 Elm, Dallas, Tex. oc25

***Sensational***

**PROFIT SELLERS**

For Distributors—Salesmen—Wagon Men—Retailers

Fast sales and liberal profits when you tie up with our sensational line of clever, serviceable ADVERTISING SPECIALTIES AND NOVELTIES in

**LEATHER, WOOD, METAL AND PLASTIC GIFT ITEMS**

**FREE CATALOG**

Presents our items and wholesale prices. Write today on your letterhead.

CHARMS & CAIN (MFRS.)
407 So. Dearborn, Dept. F, Chicago 5, Ill.
Est. 1920
Ref.: Dun & Bradstreet

DIRECT POSITIVE OPERATORS — JUST off the press, a brand new Illustrated catalog. New ideas in comic foregrounds and backgrounds. Full line Eastman Chemicals and paper. Write for catalog Henley Photo Supply Co., 213 E 10th Kansas City 6 Mo oc27

LOW COST PHOTOMOUNTS — DIRECT from manufacturer: 3x5 gray folders, 43/100; 3x5 maroon, ditched edge $2.90/100 Equally low priced 2x3, 3x4, 3x7 8x10, etc. Free samples: 1,000 lots cheaper. All prices subject to discount. Tech-Craft Penn Photomounts, Clenolden, Pa. oc27

DID THIS AD ATTRACT YOUR ATTENTION?

It employs the use of display type and white space . . . a sure way to attract more attention to your ads in this column.

For convenient order form

SEE PAGE 68

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them. Latest improvements, real bargain. PDQ Camera Co. 1161 N Cleveland Ave Chicago 10 tf

SHOW PEOPLE: YES, YOU CAN BUY other D.P. Cameras, but you are buying nothing but headache. For the best and most dependable service, buy Piedmont D.P. Cameras. Piedmont Camera Co., 425 S. Worth St. Burlington N. C. Phone 63701 oc4

THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Morpo & Fuller Inc 70 Scio St Rochester 4 N Y oc27

## PRINTING

ART WORK AND CUTS MADE TO YOUR order. Also offset and letterpress printing. Prices right. Lee Cressman Washington, N. J. oc27

DAY-GLO STICK ON BUMPER STRIPS— 4½x18½, $18 per 100, cash with order; special prices on larger quantities. Durham Display Studios, Durham, N. C. oc11

FAST SERVICE, LOWEST PRICES—1,000 three-color 14x22 Window Cards, $6; 17x28 the $13.00. Tribune Press, Earl Park, Ind oc4

INCREASED RESULTS FROM ADVERTISEMENTS

by using display type and white space to attract attention.

Convenient order form on

SEE PAGE 68

LITHOGRAPHING—TOP QUALITY WORK. Free sample on sheets for quotations. 5,000 6½x11 all with photograph copy $25. Billerman Lithographing, Aurora, Mo oc27

PRINTING SPECIALS — POSTPAID. 24 Hour service. 500 5½x8½ Letterheads, $2.00. 500 8½x11 Letterheads, $3.50; 500 Envelopes 6¾ Business, $3.25; 500 Envelopes, 6¾ Return, $2.75; 500 Envelopes, 9x12, large Business, $4; 500 Business Cards, $2. Catalog Free. 5515 N. Clark, Chicago 640, Ill.

SHOW STATIONERY AND POSTERS— Letterheads, Business Cards, Ad Cards. Exclusive two-color line, free samples. W. J. Butterbach, P. O. Box 664, Pottstown, Pa. oc27

WINDOW CARDS—14x22 AND 11x14. THE Bell Press, Winton, Pa oc10

20% LETTERHEADS AND ENVELOPES. samples, stamp. Mailo Press, 707-B Lapeer, Flint 3, Mich oc10

## SALESMEN WANTED

ANYONE CAN SELL HOOVER DuPont Nylon Uniforms for beauty shops, nurses, doctors, nurses, others. In white and colors. Exclusive styles. Top quality. Low prices. Excellent income. Real future. Equipment free. Write fully, Hoover, Dept. E 109, New York 11, N. Y. oc27

BIG MONEY IN SHIRTS! AVERAGE $90 weekly on 5 orders daily. Take orders famous Packard made-to-order dress, sport shirts at $2.95 up. full, part time, no experience needed; outfit free. Packard Shirt Corp. Dept 850, Terre Haute Ind np

LOOK! LOOK! LOOK!

For only $6 you can use a space like this and increase the effectiveness of your ad on page 68

EARN BIG MONEY SELLING HEALTH Aire Foam Rubber Pillows, and $5 for pair of samples postpaid and details. You make $2 every pair you sell. Write now. P. O. Box 70 Valparaiso, Ind

FIGHTING COCKS—FEATHERED BOOST 87% they jump, peck, scratch, shuffle and flutter; all with the twist of your wrist; its new, it's sensational; gathers crowds; immediate interest sure sales; sample pair, $1 postpaid, dozen lot prices; avail able. Charles Stalkus, Box 65, Wake Village, Texarkana, Tex oc4

**Quick Photo Invention!**

PDQ CHAMPION PHOTOMASTER

Makes finished photos in 2 minutes. Takes 8 exposures to finished 30 to 40 everlasting color and white or sepia photos on one No dark room. Operated by "SUPER SPEED" direct positive paper. Picture size 2¼x2¾ in. Complete, easy to operate portable photo studio 700% profit. Write quick for details about the great PHOTOMASTER. Dept 8R

PDQ CAMERA CO.

1161 N. Cleveland Ave. Chicago 10, Ill.

Finished Photos In 2 Minutes

BIG BUY

Scatter Pins . $45.00 a Gross

288 to a gross
100 Styles

Earrings . . . . . $45.00 a Gross

25% Deposit With Order, Balance C.O.D.
Quantity Buyers Write

MYNOCO MFRS.

2733 N. Fifth St Philadelphia, Pa.

# THE FASTEST-SELLING PROFIT-MAKER for GIFTS, PREMIUMS, PRIZES, CONCESSIONS!

SELLS ON SIGHT to Motorists, Truckers, Campers, Sportsmen, Cab Drivers

NATIONALLY FAMOUS Pathfinder SEALED BEAM

# PORTABLE SPOTLITE

EVERY MOTORIST wants one—needs one! Sturdy, handsome spotlite, perfect for flat tire repairs, engine repairs, signalling other night emergencies. Powerful beam lights up road signs, house numbers, garage entrance. Compact and easily carried, fits in glove compartment, hangs anywhere or stands by itself. NO INSTALLATION! Plugs into Cigar Lighter Socket. Long extension cord included

SPECTACULAR SUCCESS FOR AGENTS, PITCHMEN, DEALERS, DISTRIBUTORS!

No. 5210 Low Price PORTA-LITE

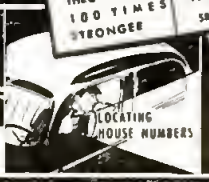
Sells like wildfire! 5" Sealed Beam throws light 500 feet. 3-way grip for holding, hanging, standing. Metallic blue enamel finish. A real "leader"

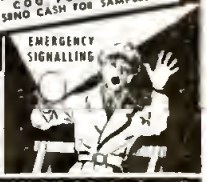
COSTS NO MORE THAN A FLASH LIGHT, YET THROWS A BEAM 100 TIMES STRONGER

$2.50 Each in Doz. Lots

SAMPLE $2.95

Terms 25% Deposit, Balance C.O.D. F.O.B. Chicago. SEND CASH FOR SAMPLES




DISTRIBUTORS! Cash in now on this opportunity for fast, easy sales! WRITE for PRICES TODAY

AUTO LAMP DEPT. "B" 2909 INDIANA AVE. CHICAGO 16, ILL.

**3 WAY SAW**

1—14" B pt. Compass Saw Blade
1—12" B pt. Compass Saw Blade
1—10" B pt. Keyhole Blade

For cutting circles etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles

$5.00 Per Dm. Sets No Less Sold

**HACK SAW FOAMES**

Adjustable with Tungsten steel blade durable blue elastic pistol grip handle

$6.00 Per Doran No Less Sale

**REGULATION SIZE HANG SAW**

25 inch B pt. warranted tempered steel. Full size natural finish handle grip. Individual sleeve. Packed 5 to a carton. 10 to 18 oz. No less sold

**3 WAY CABINET SAW SET**

1 10" keyhole saw, 1 13" compass saw, 1 10" crossing saw, 1 12" mitre back saw, 1 14" panel saw. Packed 5 to carton—no less sold. $1.40 per set.

**NEW MAGNETIZED BOXED SCREW DRIVER SETS** unbreakable, shock proof with UL approved handles. Tempered and hardened steel blades 6 pc. set consists of midget screwdrivers ¼"x2½" blade; stubby, ¼"x1¼" blade; cabinet thin blade, 3/16"x6"; machinist type, ¼"x4", heavy duty, 5/16"x6" blade; extra heavy, ½"x8". Guarantee certificate individually boxed 60 sets to master carton. Minimum 5 sets—no less sold. $1.00 per set

All above items made in USA. Prices do not include shipping charges.

25% DEPOSIT—BALANCE C.O.D

COOK BROS. 816 W. Maxwell St Chicago 8, Ill.

# BUY DIRECT and SAVE

HEATH DEFIES COMPETITION!

**3-Piece Hamilton GOLD-Plated Sets!**

(Necklace may be worn as pin)

SATIN LINED GIFT BOXED

ONLY **$1.00** PER SET IN DOZEN LOTS (Same Style or Asst.)

UNBELIEVABLE!

Pronged stones like all fine jewelry. NO PASTE. NO GLUE. NO STONE DROPS OUT!

**6 Entirely Different Styles**

Send $7.00 for Sample of ALL SIX STYLES.

We are geared to sell 50,000 of these sets. Mdse. shipped in 24 hrs. after receipt of order!

Write for Free Illustrated Catalog

HEATH DISTRIBUTING CO. 3253 Vineville Ave., Macon, Ga. Phone 5-6565

FREE CATALOG

Wrist Watches, Costume Jewelry, Gift Items, etc.

CASH SALES CO.

1048 Fifth Ave. Pittsburgh 19, Pa.

LEADING SELLERS IN FUR COATS

Low Prices! Big Profits!

JACKETS CAPES & SCARFS

ALL GENUINE FURS

Our new 1953 Sure Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NOW ILLUSTRATED CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

H.M.J. FUR CO.

150-B W. 28th St., New York

Merchandise You Have Been Looking for

Lamps, Clocks, Housewares, Housewares, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hangers, Mosaics, Plaster, Slum, Flying Rods, Whips, Balloons, Hats, Canes, Bar Game Specials, Bingo Merchandise

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In

ACME PREMIUM SUPPLY CORP.

1111 South 12th St. Louis 4, Mo.

# POLITICAL PROFITS!

DONKEY AND ELEPHANT

RAZZER TIE CLASPS

Just press the concealed bulb — up goes the tail — and oh! what a sound!

Tops for '52 political shenanigans! Newest novelty sensation! Belly-shakin' way to razz political opponents. Donkey or elephant mounted on gold-colored tie clasp. Rubber tube and bulb hidden in pockets. Press, the tail goes up, emitting an astonishing noise. The novelty natural for election year. Immediate delivery at present—order plenty!

No. 805 Donkey
No. 806 Elephant

$7.20 DOZEN

GET YOUR ORDER IN THE MAIL . . . OR ON THE WIRES . . . AT ONCE! 25% Deposit on C.O.D. Orders. On Trial Orders add 40c per doz. to the above for postage.

**H. FISHLOVE & CO.**

714 N. FRANKLIN STREET CHICAGO 10, ILLINOIS

SINCE 1915—MAKERS OF NOVELTIES THAT AMUSE

---

**ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM**

RUTILE—the "Titania" Gem

MORE BRILLIANT THAN DIAMONDS

"Rutile," not an imitation diamond, but a man-made "Gem" to a close by itself. It is clear in color and has much more brilliancy than a diamond. Mea's gold mounting, $12.50 additional. Ladies' Solid Filigree style setting, $9.50 add

$9.95

WATCHES FOR MEN & WOMEN

New model watches, rose and dials. Reconditioned and guaranteed as good as new. Complete with leather strap

$9.95

MEN'S NEW IMPORTED JEWELED WATCHES

Special Price $3.25 ea

1w gross lots.. $3.00 ea
1-hilton chronograph or Chrome case service watches with radium dial and removable luse. Complete with leather strap
Dozen lots $3.65 each
Lots of 4 3.95 each

FREE New Big 1952 Wholesale Catalog

Wholesale only — $1 additional for samples. 25% with order, balance C.O.D. If Pay more, back guarantee if not satisfied.

**JOSEPH BROS.** 6 S. Wabash Ave. Dept. B-37, Chicago 16, Ill

"The Watch and Diamond House"

---

**Famous Make Watches**

Brand-new 1952 model cases—can't be told from new at this amazingly low price complete with strap

$8.75

tin lots of three or more

Sample charge $1.00 extra. Stretch band 75c. Plastic box 75c. 25% deposit balance C.O.D.

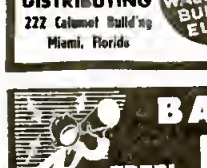
BENRUS GRUEN WALTHAM BULOVA ELGIN

**NATIONAL DISTRIBUTING**

222 Calumet Building Miami, Florida

---

**BARGAINS!**



FREE! SEND FOR OUR LATEST CATALOG

86 PAGE CATALOG JUST OUT!

Send for Your Copy Now!

WRITE DEPT. R

NOVELTIES PREMIUMS NOTIONS JEWELRY GIFTS

**O. FAUST** WHOLESALE DISTRIBUTORS SINCE 1932

223 N. 8th ST. PHILA. 6, PA.

---

THE POLITICAL BUTTON SENSATION!

**DEMOCRATIC - REPUBLICAN IN FULL COLOR!**

CASH IN ON THE HOTTEST POLITICAL CAMPAIGN IN DECADES WITH THESE

"SOUVENIR BUTTONS"

Full process color photo buttons with either "STEVENSON—SPARKMAN" pictures or "IKE—NIXON" pictures. Beautifully carded on 10"x12½" card: 25 buttons on a card; 48 cards to a case . . . . . $22.50 per case

$2.50 per 100 in lots of 100 or more
Terms: 25% deposit, balance C.O.D., F.O.B. Chicago.
SEND FOR OUR FREE 64-PAGE CATALOG

**M. K. BRODY**

1116 S. Halsted St. Chicago, Ill.
Phone: MOorse 6-9520

---

## SCENERY & BANNERS

NIEMAN CARNIVAL CIRCUS BANNERS—The best, not the cheapest, no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA 6-2844 au17

## TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—DESIGNS, colors, needles, coffin, genuine German Pelican ink; free catalog. Owen Jensen, 160 W. 63rd St., Los Angeles 3. Richard E. writs or phone your mother au11

GET YOUR 1952 TATTOOING SUPPLY Catalog, including 16-lesson Tat-2-U Tat Course. Brochure now. Ike Zeis Studios, 708 Lesley, Rockford, Ill. ja5

## WANTED TO BUY

Auction Sale Merchandise WANTED

Such as used Guns Tools Binoculars, Toys, Cameras Typewriters Adding Machines, etc

CENTER SPORTS

No. Adams, Mass. Phone 1193-W

---

AUCTION HOUSE WANTS MERCHANDISE. Large sales. Phone 86501 Sioux Falls, S. D., or write 417 East 14th

CHARLIE CHAPLIN AND MARX Brothers Films wanted, 16mm or 35mm. Joseph Conway Bala-Cynwyd, Penna. se27

LARGE MERRY-GO-ROUND, FERRIS Wheel, Little Dipper, Train, Roto-Whip, Dodgem, Caterpillar, in A-1 condition; must be in operation, state price, pay cash. Charles Garvin, Beech Bend Park, Box 306, Bowling Green, Ky. Phone 4802. Call person to person.

USED TRAIN—DIESEL TYPE PREFER GE Suburban, manufactured by Miniature Train Co. 1504 Birch, Amarillo, Tex. Phone 68117.

## WANT TO BUY

ICE RINK EQUIPMENT

Complete used equipment for open-air artificial ice skating floor, approximately 10,000 sq. feet. Write details and price to

BOX C-136

c/o The Billboard Cincinnati 22, Ohio

---

WANTED—AIR CALLIOPE, COMPLETE unit, ready to go. Jam Williams 2215 Q St., Lincoln, Neb. se27

WILL BUY OLD 35MM SILENT MOVIE films, features or short subjects. Anthony Comanda, 357 Main St., Danbury, Conn.

# HELP WANTED

## DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS Set in usual want ad style, one paragraph no display. First line regular 5 pt. caps. RATE: 15c per word—Minimum $3 CASH WITH COPY

DISPLAY-CLASSIFIED ADS Containing larger type and white space is charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: $1 a line—Minimum $6

Forms close Thursday for following week's issue

---

COMMERCIAL DANCER ORCHESTRAS wanted, established agency; transportation, good equipment, sound financial status. Write Box C1151, c/o Billboard, 188 W. Randolph, Chicago, Ill.

DIRECTORS TO STAGE LOCAL SHOWS—Benefit organizations. Lady and man for vaudeville act. Moorehead Attractions, Rahl Rd. #3, Zanesville, Ohio.

DRUMMER AND ALTO SAX FOR COMmercial territory band. No. characters. Harry Collins, Grand Island, Neb. oc4

GIDGETS WANTED — MALE MIDGETS able or willing to learn to ride small scooter for jockeys. Send age, height and weight. Box 55, The Billboard, Chicago 1, Ill. se27

LEAD TRUMPET MAN WANTED—STEADY work for character of Bohemian vocalist. Write Siv Fai Ontchmen, Orchestra, New Ulm, Minn. Telephone 1103. se27

MALE VOCALIST AND TRUMPET MAN for Midwest territory band. Guaranteed salary, no layoffs. Contact Jess Gayer Orchestra, 2020 N. Hooton, Grand Island, Neb.

LEAD TRUMPET, BASS, PIANO, ALSO baritone sax doubling vocal trio, established commercial band, state salary. Also sax doubling vocal trio, established commercial band, state salary. Also sax doubling vocal trio, established commercial band, state salary. Also

## JOBBERS! DISTRIBUTORS!

12x6" real Fur Cuts, Bobes & Puppies. Assorted Rodell Skins. CREE Cellophane Bags $18.50 a dozen to 5 dozen lots . . . $15.00

36" CLOWN RAYON CLOTH Pressed face—621 Sqs. in gross lots . . . $18.50

12x6" RAYON CLOTH CLOWN. Pressed face CREE cellophane bags. Dozen 87.50 to six dozen lots . . . $ 6.25

9" PLUSH SCOTTY Asstd Colors. $4.50 doz. in gross lots . . . $ 6.00

36" Big BABY BEAR, rayon plush 813 dozen to six dozen lots . . . $11.40

36" WHITE POLAR BEAR Bill white wooly material. Movable eyes, red tongue. Free Pistolfilm bags. Doz. . . . $30.00

36" RAYON PLUSH BEAR Imagery seller $22.00 dz. In gross lots . . . $21.00

SAMPLE ASSORTMENT
23 PIECES FOR $23.65
½ dozen Cal assortment, 1 dozen Clowns and 1 each of all other numbers

SORRY C.25% rag., COD if not rated To receive FREE Catalog & Closeout List you must state nature of your business

ACE TOY MFG. CO.
122 West 27 St New York 1, N. Y.

## NEW CATALOG
WRITE FOR COPY

Over 300 pages of general merchandise jewelry sporting goods and novelties. State business when writing

## HALLOWEEN SPECIAL DEAL

1 gross assorted Character Masks including 3 dozen child's 10c 3 dozen adult 10c 2 dozen adult 25c with hair 2 dozen adult 25c with hair and 2 dozen 5c half masks. Also 1 gross mask fasteners. Complete deal brings you $20.64. Carts coe $12.32.

Offer good only until October 15

50-cent service charge on orders for less than $5.00. 25% deposit required on COD orders. All of above plus postage

## LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

## SALESMEN - DISTRIBUTORS

"FLY-BYE" kills insects automatically. Big profits

Now way good bye to Flies, Mosquitoes, Moths, Roaches, Ants, and other flying and crawling insects with the amazingly sensational "FLY BYE" Electric Insect-Killing Vaporizer. Beautifully attractive portable wall fixture using ordinary light bulb vaporizes powerful non-toxic chemical. Needs no installation complete with cord and plug. Hundreds of testimonial letters prove this method automatically solves the pest problems. Continuous operation controls area up to 15,000 cubic feet. Smaller areas require less operating time. Commission 40% Salesman's sample $4.00. ORDER TODAY

ONLY $9.95

GENERAL MFG. & DISTR. CO.
Box A Quincy, Michigan

☐ My check or money order enclosed (postpaid)
☐ Send C.O.D. I will pay cost plus postage

NAME
STREET
CITY ZONE STATE

Hulla 28c

FLASH YOUR STAND with FEATHER DOLLS

Dozen with large feather dress $9.00 per carton of 20; BUY $8 per carton of 50. Dolls with feather dress, $15.00 per carton of 50.

Assorted Large Plaster 20c
Assorted Medium Plaster 12c

CIRCULAR ON REQUEST
25% Dep., Bal. C.O.D.

MIDLAND DOLL CO.
1889 Clybourn Ave
Chicago 14, Ill
Phone: MOhawk 4-6808

## BIG PROFITS

Operators-Jobbers of Slot Machines Punch Boards Tickets Push Cards

WRITE FOR FREE SAMPLE. FAST-EST AND BEST DEAL ON THE MARKET.

Exclusive Territory

Merrimac 7-2971

## BENMAR SALES CO.
633 Plymouth Ct. Chicago 5, Ill.

## JAR DEALS and MATCH PAK DEALS
PUNCHBOARDS
PREMIUMS

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.
SOUTH BEND 24, IND.

GENUINE
## PLASTIC RAYON TOWELS
Take in the Most Money at All Fairs and Special Shows.
REGULAR $1.00 SELLER. COST 22c PER PKG.
Each package contains 16) large beautiful pastel colors. Free demonstrators with each order. Overnight service available anywhere.

PALMER CO.
19365 HARPER Phone: TUxedo 3-1823 DETROIT 34, MICH.

## PUNCHBOARDS
Lowest Prices on the Market—Immediate Delivery!
WE MANUFACTURE ALL TYPES OF BOARDS
PEERLESS PRODUCTS, INC. 633 Plymouth Ct., Chicago 5, Illinois Phone: HArrison 7-2971


# Pipes for Pitchmen

By BILL BAKER

"I CLOSED at the Canfield, O., Fair last week and the fair marked the third of a string of annuals I am making this season," pens Tom Kennedy, ace exponent of the pitch. "I may also add that this year marks the first time I've toured fairs since 1941. Believe me, they are not what they used to be. About 12 years ago when I last worked the Painesville, O., Fair the grounds were crowded with people from 10 a.m. until the milk man started on his rounds. This year the populace didn't put in an appearance until around 6 p.m. And I hear it is the same with most of the smaller ones. The past few years I have been working in air conditioned stores during the hot months and if I'm still around next year I hope to be doing the same thing. At least in stores our demonstration or tip is not broken up by a lot of windjammers, parading up and down a midway, blowing bugles, beating drums and performing arm exercises on slide trombones, all which is supposed to pass for music. Pity the poor souls with sensitive ear drums. Between the noise and the lot lice who come out at night after the spenders are in the grandstand looking for something for nothing and raising hell if they don't get it one has a rough time. All of this didn't bother me much but I know it bothered others. I see where a few readers want to know what became of Doc Lushwell and Count Seldom Skoff. The Doc will be making medicine pitches again just as soon as his health improves. As for the Count, he has a job that will keep him busy for about six months. I hear he will be out sooner on good behavior.

AL FISHER with peelers, made the Bedford Pa. Fair, chalking up good long green counts despite some stiff competition.

LITTLE JOE MILLER had a winner at the Nebraska State Fair, Lincoln, with glass cutters. Joe plans to work Southern spots this fall and winter.

OWEN FLIPPD former glass cutter purveyor, is working screens with Pitt Hale, son of the late Doc Hale. They made the Painesville and Canfield, O., fairs to good takes.

DOC LIGHTON worked the Bedford, Pa., Fair with his rug cleaner layout and chalked up good business despite three days of rain.

BIG AL WILSON rambled into Waterloo, Ia., last week and says that he plans to play the Cattle Congress. He also plans to make the Keokuk, Ia., Street Fair. "I'm planning to go into business with Frank Scanlon, who used to be one of Iowa's great wrestlers," Al pens. "Business is way off from last year and the high cost of living is the reason. However, my monkeys still eat carrotts and fruits galore."

HARRY BROCK is gathering in the long green in Waterloo, Ia., with his comba.

TYLER WARD chalked up a winner in Spencer, Ia. recently.

HENRY H. VARNER cards from his Akron headquarters that he enjoyed the Summit County Fair. "It tickles me pink to read the varied stories in the Pipes column," Varner pencils. "Somewhere out there in the reader's audience are people with feelings and reactions. Let's have some more human events."

FREDDY VDEKKER the original Jersey Kid and soapworker of note is still in Veterans' Hospital, Building 4-W, Lyons, N. J., where he has been a patient since 1935. He would like to read letters from fellow pitchmen.

JAKE SIDENBERG brother of the late Sid Sidenberg and well known to pitchmen and outdoor showfolk, is at his home in St. Louis recovering from a broken back, five broken ribs and a broken nose sustained in an auto accident about three months ago. He says that the carnival boys playing the Illinois State Fair, Springfield, presented him with a wonderful gift.

TERESA SIDENBERG Sid Sidenberg's widow, played fairs in Cahokia, Ill., and Mexico, St. Charles, Marthasville and Wellsville, Mo., to good business. She plans to work two annuals in Arkansas. She and daughter, Arlene, had a jewelry layout at the fairs. She says that the Home Show in St. Louis proved a winner and that a good number of pitchmen were on hand for the event.

MADALINE RAGAN is reported to be working Reading, Pa., spots to lucrative returns.

# Under the Marquee

• Continued from page 59

The DeWayne Troupe, back from the E. F. Fernandez trip to the Orient, has joined Gil Gray's circus.

About 400 original photographic negatives taken on the Buffalo Bill Wild West Show were lost in a fire which destroyed approximately 3,000 antique negatives belonging to **Lawrance (Moxey) Hanley** of Kansas City. Hanley operates a photo supply firm and formerly was photographer for Buffalo Bill Cody.

**Dick Berg**'s seal act will be with **Charles Jacobsen**'s Hollywood Circus Corp. October 7-30. He's making the Cattle Congress, Waterloo, Ia., for the Barnes-Carruthers office. **Al Hanel Troupe**, casting act that has been with the Beatty show, will be with the Hollywood Circus Corporation this fall.


## Oak Balloons
For Immediate Shipment
Write for FREE Catalog.
STATE NOVELTY CO.
616 W. St. Clair Cleveland 13, Ohio

## FOOTBALL BALLOONS
For schools, Colleges and Professional Teams. Available in all school colors. Imprinted with your school name in big letters. WRITE TODAY for our new reduced prices.
NATIONAL SALES COMPANY
3805 S. 79th St Chicago 49, Ill.

## SALESBOARDS
25c 1000 Charley Bd., Tk. Prof. $10.00 $ .80
25c 1000 J. C. Charley, Tk. Prof. $2.00 1.15
Hundreds of others, write for catalog.
WARNING—LAST CHANCE
for Bushcards deadline Oct. 10th
Write for Pushcard price
DELUXE SALES CO., BLUE EARTH, MINN.

# Attention: STREETMEN:
# BIG FLASH

# BALLOONS
BIGGER ★ TOUGHER ★ FLASHIER

- Made from a brand new compound especially developed for outdoor selling!
- Available s-t-r-e-t-c-h-e-d, for bigger value at the handout!
- Choose from 5 new numbers above. Be sure to ask for Oak's BIG FLASH!
- Priced right—See your Jobber Today!

A GOOD JOINT!

OAK RUBBER TOY BALLOONS

## The OAK RUBBER CO.
RAVENNA, OHIO.

## BUY THE New Oak Balloons FROM KIPP BROTHERS

ORDER NOW!

| | | | |
|---|---|---|---|
| No. 16 | 16" Paddle | $5.40 | gross |
| No. 15K | 15" Cathead | 7.20 | gross |
| No. 28 | 28" Paddle | 9.00 | gross |
| No. 1022 | 10"x22" Airship | 6.00 | gross |
| No. 1242 | 12"x42" Airship | 6.90 | gross |

Shipping charges not included. 25% deposit with C.O.D. order.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, IND.

## MIRROR VANITY CHEST
Backed with 11½ Lbs. Chocolates $3.00
Without Candy $2.25
Has tremendous appeal. 3 jewel compartments and colorful silk screen decorations.

## CEDAR CHEST
With mirror in lid, lock and key. Packed with 2 lbs. assorted chocolates $3.00

1 lb. box assorted chocolates in attractive picture box 50c

SYLVAN CO. 747 Milwaukee Ave. Chicago 22, Ill.

Engagement Ring $3.00  Due Wedding Ring $1.65

JUST OFF THE PRESS—NEW CATALOG
No. 55 for Engravers, Demonstrators, Bar Workers. Also No. 70 for Jewelry and Ring Demonstrators
Division of Mahran Ring Company
Showing Over 750 Ring Styles.
Orders shipped same day as Providence prices plus 10% discount. Cancel catalog.

McBRIDE JEWELRY CO.
303 5th Ave. N Y 16 N Y


when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

"MEXICAN JACKETS"
100% Wool in All Colors

Available in either the "Dancers" or the "Embroidered" Styles. In all sizes and colors. Dancers, sizes 34 to 46—$7.75 ea. Embroidered, sizes 34 to 46—$8.75 ea. White, colors or sizes over 46—$9 extra. (Also available for children at different sizes and prices.) Special prices for quantity lots to jobbers. Accounts open for well-rated firms. We also manufacture Mexican Brass Rings, $2.50 doz.; $4 per doz. with side ornaments. Hand-tooled Ladies' Leather Purses and Men's Leather Belts and Wallets. We don't prepay.

Attention Please: 25% with order—balance C.O.D.
SEND FOR FREE CATALOG
PEARL SALES CO.
P. O. Box 673 El Paso, Texas



For Every "GUY"
A Hollywood "DOLL"
The Tie with SPEX-APPEAL

Hand painted lovely glamour girl wearing real Harlequin gold rimmed sun glasses actually attached to her face. Will stops the show!! Practically comes out to kiss you! Everyone does a quick double-take for a second look and watch the boys snap 'em up. Comes in assorted colors a 3 fare types: Flirtatious Blonde, Red head and Poodle-Cut Blonde

$12.00
Doz. Postpaid.
Sample $2.00 PP.
25% deposit, balance C.O.D.
Jobbers, write.
HARBUD CO.
1158 Broadway
New York 1, N. Y.



Sell Ultra-Blue SIGNS
$7 BRINGS BACK $55

100 Signs, 7"x11", $7
(Cash With Order)
Fake in orders for these fast selling "Eye Catcher" Display Signs from every kind of retail store, area or small—in big town or small city. More than 5000 different copy
COMEDY, GENERAL, RELIGIOUS SLOGANS
Marvelous full or spare time money maker OR SEND ONLY $1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH!
25 Samples Ultra-Blue Store Signs, 7x11 $1.00
25 Samples Ultra-Blue Comedy Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
Above Samples Mailed Postpaid.
L. LOWY 812 Broadway, Dept. 607 New York 3, N. Y.

Big Profits
Own your own business stamping key chains, name plates, social security plates. Famous with name and address, 25¢
Bart Mfg. Co.
203 Degraw St.
Brooklyn 2, N. Y.


# Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed the following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

## MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

### Parcel Post

Butts, Paul B.
(Lacona Pickup) 15¢
Heiveston, Mrs. James, 20¢
Johnson, W. M.
Orrom Finley Straud, 10¢
Schuldt, Margie, 30¢

Ackley, J. W
Ackley, Mrs. Wm. S.
Adams, Dorsey F.
Adams, Maurice
Allen, Jack
Allen, Johnny
Allen, Roy (Speeks)
Allen, Carl L.
Allison, J. B.
Amaranten, Raymond
Anderson, Alfred
Anderson, Jimmy
Andrican, Mrs. Chas.
Ankrum, O. E.
Annin, James
Anthony, Jack
Arm, Joe
Arsenault, Albert
Arts, Rufus Allen
Athies, T. E.
Atterbury, Wm. E.
Ayers, Ray & Mrs.
Babuka, Jos.
Bair, Clarence
Baker, Bennie
Baker, E. G.
Baker, Ronnie
Baker, Mrs. Sue
Ballard, Horatio
Barnes Bros.' Circus
Barnes, Charlie & Ruth Walker
Barnhill, Esa & Bader
Barron, Freddie
Barry, Martin E.
Bauch, Albert C.
Beardsley, Geo
Beck, Robt. E.
Beck, Mrs. Robt
Bell, Geo. E.
Bell, John W.
Bend, Lawrence
Bentley, Claude E.
Berman, Harry
Bernstein, Mrs. Harry
Berry, Kenneth
Bickett, J. H. "Slick" (Host)
Bishop, Slim
Black, Lloyd O.
Blackhart, Loolie P
Blackman, Elvin
Blount, Delora
Blumenthal, Al
Bowman, Leroy
Boyd, Frank
Boyd, F. H.
Bradley, Thos
Bradford, Kenneth O.
Brecht, Geo
Breman, Mrs. Elizabeth
Brewer, Bob
Brewer, Jack
Bringer, Loretta
Brooks, Selma (Tenor)
Brown, Lawrence Edgar
Brown, Walter & Violet
Brozic, Walter C.
Bryant, "Doc" Bob
Buck, Evelyn
Buckles, Leslie
Bullock, Mrs. Clara
Bunch, JoeAnn
Burns, D. F.
Burns, E. B.
Burton, Chuck
Bulls, Pearl B
Cain, Mrs. Wm
Calder, James
Caldwell, J. T. (Howzy) & Mrs.
Calwell, Jack
Camryon, Debbie
Campbell, Mills Circus
Cannel, Mrs. John
Cannon, Tom
Capell, Jack Nolan
Capell, Bob C.
Capell, Wm. D
Carden, Catherine
Carey, Roy
Carpanter, K. L.
Carroll, Al
Case, Jimmie
Cash, Mr. Evan
Castenreigh, C. A
Caswell, Sam & Mrs.
Cavanaugh, Priscilla Mrs.
Cedar, Albert
Cerrone, Vito & Ella
Chambers, Eugene
Chamblar, Mrs. Patsy
Champion, Lynn J
Chapman, E. A. & Mrs.
Chase, Mr.
Cherokee Bid
Chilton, J. M
Chitwood (Dare-Devil-Driver)
Christenson, Dorothy & Christensen, Geo & Mrs.
Christy, Capt. Eugene
Clark, Pendy
Clay, Mrs. Ann
Coe, Carlton
Coe, Wm. (Bill)
Cole, Mrs. Anna Drace
Cole, John
Cole, Richard D
Cook, Jerry
Cook, Madelan
Cook, Samuel
Cooper, Ada
Cooper, "Dickie"
Cooper, James W.
Cooper, Mike
Cooper, Quay
Cooper, Sam
Cooper, Texas
Corey, Bernard
Corer, Ralph S.
Costa, Steve
Crandall, Jarjours
Crabb, Harold L.
Crawford, Tex (Circus Hand)
Crews, Louise
Crouch, Estelle
Cruz, Gloria
Cutlis, Doyle L.
Cutlis, Mrs. Mary
Czlaki, Steve
Dacey, B. D
Daugherty, Mary & Clinton
Daugherty, Mary Davenport Wm. & Mrs.
Davis, Chess
Davis, C. B
Davis, W. M.
[illegible] Co.
Dean, Marvin E.
DeCosta, Mrs. Bonaline
Dell, Daniel
Dellinger, Geo. O
Dennis, Prince & Lady Ethel
DeWeld, Florida
DeWitt, Ted
Diggs, E. L.
Digman, Jack Larry
Olon, Mrs Robt
Dunbrook, Wm. Walter
[illegible] Don
Drouillion, Frank D
Dufour, Roger A
Duncan, Dick
Dunlap, Ted
Dutrian, Wesley
Dyer, Wm. Edgar
Earle, Jack B.
Edwards, Jerh Estes (John Hays Show)
Egan, Amelia
Elliott, Mrs. Ethel
Elliott, Mrs. Ralph
Ely, James
Entry, Chas. H.
Erdosain, Leo
Ettinger, Johnny
Evans, James
Fennamore, J. S
Fields, Clyde
Fortune, Leo
Fraley, Clifford
Fily, Herbert
Fish, Jimmie
Fish, Maynard Glenn
Fiske, Harold W
Fleming, Mrs. A.
Fogleson, Theo
Feker, Elda
Ford, Neil
Forrester, Bobt Ed
Fortner, Buck
Fournier, Wm J
Fowler, Nancy
Fowler, Ray
Fox, Bonnie
Fox, Harry J.
Fox, Murray (La Normal Show)
Frank, Mrs. Johnnie Mae
Franklin, Da. Ione
Frazier, Art
Frazier, James M.
Frazier, Sonny
Freeman, Harold C
Friend, Don
Fritz, W. M
Funk, Elizabeth
Gaines, Mrs. Bactic
Gaskin, Cradle
Gatewood, Colonel
Gaunaua, Benj
Geraghty, Wm P
Giardino, Angelo
Gillette, Herta
Gold, Leon
Goodrich, Babe
Gordon, Mrs. H
Grahame, Geo
Grammin, Sam
Grasson, Mrs. Summarie
Green, James Cavan
Harrison, Jerry & Mrs.
Grimm, Sam
Grosse, Jos.
Guthrie, H
Hackett, Bobbie
Hager, Richard W.
Hagood, Clarence
Hakee, Ken
Hall, Bob B Mrs.
Hall, J. C. & Mrs.
Hall, Mrs. Jeanita
Hall, Neal & Mrs.
Hamder, Frances-Tex
Hamilton, J. M & Mrs.
Hamm, Delbert
Hamm, Mrs. Anna Drace
Hamm, Richard D
Hammond, Jerry
Hanson, John
Hansen, John 'Jansen
Harman, Russell C
Harrison, Lois
Harrison, James C.
Hart, Louie
Heaton, Russell E.
Heimy, Sol
Henderson, James W (Red)
Heymirn, Donald
Herrick, Jack
Hershey, R. W
Herbert, Clarence
Heth, Bob
Hilsman, Alfred D.
Hill, J. E.
Hinckley, R. E.
Hines, C. E.
Hochatt, Mrs. Jennie E
Hoffman, Cleo
Holbrook, W. B
Hoose, Ralph
Horton, Wentworth
Hoy, Toots
Hubbard, Venice
Huckleberry, Bobbi
Hudson, Bill B Mrs.
Hudson, Mrs. Connie
Hudson, Mrs.
Hughes, Richard
Ingalls, Mrs. Mary
Jackson, Louis "Silas"
Jackson, OJA Slb
Jamesson, Edw
Jamisson, Boy
Johnson, Bloodena
Johnson, Ingrid W
Johnson, Mrs. Dell
Johnson, Frank B
Johnson, Dene (Sermentina)
Johnson, Marilyn
Johnson, Olson
Johnson, Swede
Johnson, Geo
Jones, Doc
Jones, Ralph G
Joseph, Frank
Joseph, Pete
Judy, J.
Jordon, Boddy
Rogers, Johnnie
Kaster C B Mrs
Kandl, Bob
Kennaport, Frank
Pavell, Don A.
Rawlins, Betty
Reap, Mary Margaret-Joseph P.
Reese, John
Reid, Walter T.
Reid, Mrs. Ward M.
Reilly, Mark
Reiley, Richard S
Richardson, Paul B
Riley, Mr. & Mrs. Bee
Risso, Frankie
Robbins, Clarence
Robbins, Frank A.
Roberts, Alice M
Roberts, Jack J
Roberts, Tex
Robinson, Buddy
Robinson, Robert L
Rogers, John "Jack" Mrs.
Rohl, Bert
Rohl, Mrs. Marilu E.
Roth, Chas. & Mrs.
Roth, Doyle C. B Mary
Rowell, Bill & Mrs.
Rowland, Phil
SaKobie Sr., Jimmy
Sanders, Marie
Sawyer, Fred D
Schmid, Martin L
Schneckler, Edward
Schneider, Mrs. Ann
Schwaitzer, Frank G
Scott, Nina B.
Segura, Jo Cain
Seydel, Jack
Sharp, Tyrrah
Syrlin, Mack
Shaffer, H N
Sheffer, Harry
Shaffer, William (Billy)
Sheno, A. C
Sheehan Jr. Tiger W
Sheets, Howard C W
Sheldon, Pat
Shimkus, Stanley A
Shinert, Fred
Shinert, Bessie
Short, Tillie
Sibley, Ken L. (Suicide)
Silverberg, Walter
Simon, Les Suicide Flats
Sinclair, Mrs.
Sisne, Harold
Smiley, Harry B Mrs.
Smith, Alaska (Skeed)
Smith, Ben
Smith, Bill
Smith, Pat B Skeed (Wire)
Sniffen, Charles H
Sornson, Mrs. C. H.
Spencer, Chas. E. & Mrs.
Stanger, Russell
Stanley, Mrs. Anna
Stanley, Bud
Stapleton, Eugene
Steffen, Carl
Sterling, Howard
Stewart, Mike
Stevenson, S A
Stiles, A F
Stone, J. W
Stone, Jackson W
Stone, Mrs. Ruth
Stone, John Mason
Stephens, Ella
Strother, Clarence Raymond
Sugar, Robert
Sutman, Ann
Swain, Mrs. John
Swain, Marie E.
Swan, Mrs. Ida
Swanigan, Charles & Joseph Virgil
Tacker, Charlie
Tate, Essie
Tate, Mrs. Gertz
Taylor, Newell C.
Taylor, Joe
Tedrick, Mildred
Thomas, John (Louie) B Mrs.
Thomas, Lee
Thomas, Robert & Dorothy
Thomas, Robert L.
Thompson, Reary Myles
Thorn, Mary
Thorn, W. & Mrs.
Tobin, George J.
Tartierice, Joseph
Tovarnak, Claudora McCoone
Tovarnak, John & Mrs.
Townsend, Col
Tumiel, Henry
Turner, John
Turnquist, Carl A
Tuttle, Jimmie F.
Tuttle Jr. Robt.
Ulrich, Geo. F.
Ulsh Exec Show

Vaughn, Mrs. Babe
Veneer, Pierre
Vincent, Jack
Velarde, Francine
Von Berg, Mrs.
Wack, Freida
Wade, James
Wagner, Chick
Walton, Lewis
Wandel, John
Ward, Victor Elmer
Warner, Jay
Warren, Walter C.
Watkins, J J
Watts, Arthur
Wayeaster, Paul
Weakley, C H
Webb, Frank H
Webster, Fred E.
Weisdell, George M
Weddle, Monty T.
Weinar, Sam
Weinstein, B
Weiss, Geo B Mrs.
Weller, S.
West, Fred W
West, W. E. & Mrs.
Western, Mrs. J. W.
Weisel, Kenneth
Whalen, William
White, Willie M
Wilkins, Anna Lee
Wilkens, M. J
Williams, Rex E.
Williams, Mrs.
Williams, B Pauline
Wilson, Henry J.
Wilson, Mrs. M. T.
Wilson, Ted
Wilson, Tommy & Mrs.
Winchester, J. A.
Wrenham, Mrs.
Wise, Jimmy
Wiseman, Blackie
Wojaszek, Stanislaw
Wolfe, M. C.
Woodall, W. E.
Woods, Bryan
Wright, Mrs. Charles
Wright, Jackson
Wright, Jack
Wright, John
Wright, John W

## MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 19, N. Y

Alberta, Albert
Baker, Frank
Cavanaugh, George
Chesslar, Donald
De Wilde, Brandon
Demetry, Peter
Dietrich, Miss
Duane, Victoria
Dixon, Maria
Cuan, F M
Hunt, Bill
Hunt, Frank
James, C. C.
Keegan, Alfred
McSharry, Dennis
McDonald, Kaye
McDanid, Bruce
Minette, Peggy
Seabody, Eddie
Perry, Robert
Ray, The Arm-less Man
Rosenfeld, Jimmie Lee
Shilling, William
Stanley, Jack
Stover, James
Thames, Charles

## MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St
Chicago 1, Ill.

Andrews, John L.
Bailey, Herbert
Barnes, L. Robert
Cain, Frank M
Carr, Thomas Bernard
Cohen, Mr. & Mrs. Milton
Cole, Bruce (Package) Due 31 75
Crouch, Estelle
Cuba, Alvin Lisse
Davis, M. E.
Doty, John E.
Halstead, Virginia D.
Kamaka, Dessie
Lain, Joe
Lewis, Helen
Miller, Thomas E.
Powers, Patricia (Babe)
Russel, Phil
Sinclair, Rawland O.
Spears, Elmer
Stoner, Herbert E.
Swanson, Axel
Thrillcade
Warren, Walter C.
Zimmer, M. C.

## MAIL ON HAND AT ST LOUIS OFFICE

390 Arcadr Bldg
St. Louis 1, Mo.

### Parcel Post

Dunlap, Pete 42¢
Rose, Joseph S. 20¢
Tucker, J. S. 11¢
Whatley, Byron H 60¢

Ackley, J. W
Adams, Oscar
Alexander, Rudolph H
Allen, D Tracy
Allen, Robert
Allison, J B
Anderson, David Carl
Arens, Sam
Ashcraft, Daniel
Bailey, Mr. & Mrs. A. E.
Baysinger, A F
Bean, Mr & Mrs Jesse F Jr.
Bell, Adrow
Bell, Mrs. Dorothy
Bell, Louis A.
Beltz, John B
Bishop, Gerald E.
Blade, Willard
Boudreau, Mr. & Mrs. A. A
Boudreau, Mrs. Cilberte
Boudreau, Kenneth (Chief)
Bowlin, John
Britton, T T
Brown, Joe H.
Brundage, Col I
Burgess, Miss Belva
Burto, Leon
Burge, Irwin E.
Butler, L E.
Caldwell, Sam
California Johnny
Calkins, Fred
Cangro, Mrs Flora
Chisholm, John
Cievro, Louis Howard
Conaway, Lewis
Cohee, Ma B Mrs. Jack
Constable, P C.
Cook, Walter
Darlington C W
Dalton, Jack
Davies, Mr. & Mrs. Whitey
Davis, V A
Davy, Jack A.
Dawson, Mrs. Carol A
Dawson, Thomas
DeFazio, Vincent F.
Deforest, Fanny Louise
Dion, Mrs. Ray F
Dean, Marie F
Doerson, Charles & Mattie
Duffy, Roy T.
Dunlap, Frank
Edwards, Robert C.
Faulkner, Marion
Feland, John
Fell, Charles
Fowler, Mrs Roe
Fowler, Ray
Gallico, Ray
Gibson, Woodrow W
Good, Drae Scott
Gordan, Betty Jane
Gordon, Jack
Gravely, Bernard James
Gray, R N
Guptill, Ralph
Hall, Mrs. Ed
Hall, Mr B Mrs.
Hams, Mrs. Warren
Harvey, Mrs. Ada
Hawk, Mike
Hock, Miss Edna
Hull, Miss Betty
Hinchley, H. V.
Holston, John C.
Hoyland, Edward
Hoyt, Mrs. F. S.
Hutchinson, Al
Hyland, Richard C.
Jamerson, Larry W.
Johnson, Rena
Jaynes, Carroll P.
Jones, George Cleveland
Jardes, Mrs. Regina
Kane, S.
Kelly, Chuck
Koehler, Mr. & Mrs. Donald
King, Ray
Landyk, Paul Darien
Larus, Pat
LeBeau, Lawrence L.
Leonard, Arthur
Levitan, S.
Lewis, Leslie Dee
Lewis, Robert W.
Litte, C F.
Lowe, Anthony J
Logsdon, Mr & Mrs. Mercy
Lusth, Albert (Whitey)
Lukas, Nick
McAllan, Mrs George
McAllan, Mrs Skeeter
McCoy, Mr & Mrs. William J
McComas, V
McCormack, Dan
McIntonon, John C.
McNeal, Robert
MacEachern, Miss Sandee
MacEachern, Mac Wendy
Meek, Florence B Johnny
Mack, Robert
Melbin, Dorothy
Merlin, Sam A.
Martin, H F
Miller, Mr & Mrs
Miller, Mr E Mrs Biddleton, Robert P.
Mitchell, Henry J
Middleton, Miss Betty
Biddleton, Odell
Miller, Arthur L
Miller, Curtis
Miller, Mrs Ester
Mitchell, Mrs. Jerry J
Mitchell, Wm
Moore, Mrs. Bert T.
Moorehead, Buddy
Moorehead, Shirley
Myers, Miss Ruth T
Newell, Douglas
Noltz, Irwin E.
Nordyke, Mr. & Mrs. Pat
Norman, Maston
O'Herrell, Miss Dottie
Padykula, John
Parker, Miss Florence
Parks, Ray
Patrick, Tipps W
Sayan, Earl
Spruce, Joe
Perry, Mr. & Mrs. Robert
Pierce, Wendell
Powell, H B
Price, Ashy Wallace
Peterson, Hazel & Ernie
Qualls, Harold
Raines, A. E. & Rosa
Rankin, Jack
Reardon, Elmer
Rector, Kenneth A.
Reed, Jack
Rennaur, Mrs Mattie Lou
Reese, Jeanne
Rentelle, Jean John
Reynolds, Miss Jayd
Riley, Tex
Rimmerman, Bill
Roland, Gene
Rosenfeld, Janice
Rudolf, Jim H.
Russell, Mrs. J. E.
Sayre, Clarence N.
Schirmacher, A. F.
Servis, Mrs. Pittsburgh
Scott, Leona M
Silcox, Joe
Simon, L. Jas.
Smith, C. B.
Smith, George L
Smith, Robert
Smith, Scrby
Springar, C. L
Starnes, Mack
Stanley, Morris
Stevens, Bob
Stevens, J. J
Stumpvin, Harry L.
Sturms, Edward
Sulsinger, Jim W.
Sullivan, Mrs. Ann
Sunday, Mrs. Jess
Tabbase, E.
Taylor, Jack Robert
Taylor, Jimmy Lee
Terrance, James
Thompson, James
Thompson, John R.
Tamessendale, Larry
Trundle, E. O.
Tucker, J. S.
Vally, Joseph
Vaughn, J. C.
Vining, Bill J
Wadsworth, Mrs. Wanda
Warren, Walter C.
Watson, Willard
Western, Oil
Wetherbee, Mr. & Mrs. Harold
Whatley, Byron P.
Wheeler, George F.
Whicax, Patrick
Williams, Mr. & Mrs. Willard
Wingate, Marvin
Woods, Jack


NOVELTY SCARFS

MOST ATTRACTIVE!
MOST SALABLE!
MOST PROFITABLE!
STATE and REGIONAL SOUVENIR GIFT SCARFS!
Westerns—Rodeos—Novelties
Send Your Jobber or Write Dept. 81
Rivoli SCARF & NOVELTY CO.
Manufacturers
48 W 37th St., N.Y.C. LO 4-5670



BRAND NEW WATCH SPECIALS!
MEN'S
14K GOLD PLATED SHOCK-RESITANT WATCH
$5.00 PA

- 1 yr written guarantee
- 7 Ruby watch beam
- Shock-protected
- Anti-Magnetic
- Jewels a Movement inscribed on Rach of Case
- Shinestone Dial
- Exceptional Value
- Fancy Matches Expansion Band
- Sweep Second Hand

100% Dep. Bal. C O D
BURTON SALES CO.
843 W Madison St., Chicago 7, Ill.



"LITTLE ATOM"

WORLD'S SMALLEST PISTOL
Shoots Blank Cartridges — Terrific Bang! Trades Report Terrific Profits!!! Standard Model (above) retails $1.95 as complete. Dealers' $12.00 dz. Deluxe Model, Western Style Pearl Handle Grips (not shown) retails $2.95 as complete. Dealers' $18.00 dz. PACKED 1 PC. TO CARD NO LESS SOLD
If not available through your wholesaler, write
Ges Mfg. Co. Nashville 3, Tenn.



EISENHOWER and STEVENSON BUTTONS

Highest Quality Ideal Lithograph, Attractive Display Board Illustration.

| In Lots of | 500 | 1000 |
|---|---|---|
| 3½" size | $10.00 | $15.00 |
| 1¾" size | 18.00 | 27.50 |

$17.50 M
25.00 M

4 Assorted samples sent postpaid 25¢ Immediate shipment. Send certified check or money order.
25% deposit on C.O.D. shipments.
We can supply all kinds and styles of Political Buttons and Badges.
ACORN BADGE CO.
33 S. Dearborn St., Chicago 3, Illinois



Simulated PEARLS

| | DOZ. |
|---|---|
| 1 STRAND | $1.50 |
| 2 STRAND | 3.00 |
| 3 STRAND | 4.50 |
| DROP EARRINGS (Asst.) | 2.00 |

25% Deposit, Balance C.O.D
Closing Out Japanese Glass Animals. Request Catalog.
ELVEE MANUFACTURING CO.
866 SIXTH AVE NEW YORK 1
MUrray Hill 6-4177-8

SOMETHING NEW UNDER THE SUN

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW

For the latest in gimmicks, gadgets, novelties, premiums and prize items of ALL kinds—

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes ☐ Please send me The Billboard for one year at $10
Foreign rates upon request. 753

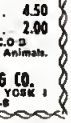
Low subscription rates save you more than 35% on the newsstand price!

Name .....
Address .....
City ..... Zone .... State .....
Occupation .....

FUR COATS
JACKETS—CAPES
Large assortment of NEW 1953 outstanding creations. Finest quality Exclusive workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.
LOWEST FACTORY PRICES
S. ANGELL & CO. Manufacturing Furriers
236 W. 27th St. (Dept. B-3), N. Y. 1, N. Y.



MAKE MONEY with Bostonian SHIRTS



Take orders for famous fine finest quality dress & sport shirts. Also economical wash-fabrics. 85 styles fabrics, colors, sizes. Low prices. No experience needed.
FREE Big beautiful Sales Kit with actual fabrics, complete line of samples. Send no money, just rush name and address now!
BOSTONIAN MFG. CO., 60 Stanford St. Dept. 3-34 BOSTON 30, MASS.

# Merchandise Topics

*Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.*

## Detroit

**John R. Hornung** has been named administrative assistant and controller of the **Mardigian Corporation**, manufacturer of novelties. Appointment of **W. Taylor** as vice-president and director of sales was also announced by **Edward Mardigian**, company president. . . . **John Gunther**, head of **Keystone Specialties Company**, is putting a new product on the market in the form of foam rubber pillows at a modest price, aimed to hit the specialty and carnival trade. Two sizes are now being made, one for the standard sized bed pillow and another smaller type for decorative sofa pillows. . . . **Allan Morgan**, with **All Metal Products**, Wyandotte, Mich., for the past 21 years, has been named president, succeeding **William A. Wanner**, resigned. **John D. Scarbrough**, formerly vice-president of the **Picqua Products Company**, a subsidiary, was named executive vice-president to succeed Morgan. The company manufacturers the line of Wyandotte toys and other specialties.

## From All Around

**Steinberg-Ross Company**, Chicago, is offering satin bound wool comforters to the auction and premium fields at $6.75 each in dozen lots. The color-fast, vat-dyed items sell for $22.95 in retail stores, according to the firm. . . . Fourteen assorted, individually styled, hand-made and painted lamps, made of select sea shells, corals and marine curios, are offered prize and premium users by **Los Tropicales**, Miami. The lamps cost $25 per set and are priced to retail for $66.50

Fire chief hats for the kiddies, made of sturdy molded red fiber and an exact copy of the real thing, have been introduced by **Irving L. Harirsan Company**. They list at 69 cents. . . . Scatter pins, two in a box and selling for $45 per gross, are offered in a broad selection by **Superior Jewelry Company**, Philadelphia, to users of low-cost costume jewelry. . . . **Ben King** reports he has severed connections with **Bush Metal Products, Inc.**, and has opened his own manufacturing plant, **King Metal Novelties**, dealing in giftware, souvenirs and novelties. Headquarters are at 181 Park Row, New York 7. . . . **Kipp Bros.**, Indianapolis, is closing out its line of novelty china salt and pepper shakers, offering them at $13.50 per gross pair

Musical stuffed animals are offered jobbers at $24 per dozen by **Wal-Field Company**, New York. The line, made of rayon plush offers assorted nursery melodies and consists of bear, dog, cat, panda and honey bear. The firm also has introduced a new line of musical powder boxes. Gift packaged, the items incorporate imported Swiss musical movements. They come in pink, blue gold, silver and green and are constructed of hand-spun aluminum-zinc metal, richly decorated

## Brockton Mulls

• Continued from page 60

ment against an October fair is the seasonal chill which creeps into the atmosphere in the evenings about that time, and which makes outdoor shows difficult to stage. In order to solve this problem, the advocates of an October date would eliminate the night grandstand show, makes way for harness racing (which made money this year) and increase the appeal of the matinee grandstand by adding more topflight acts.

The presence on the grounds this year of two impressive paredeing service bands appeared to be among the more pleasing elements of the fair. The addition of several more for 1953 is being urged.

## Reading Gate Up

• Continued rom page 61

night, stayed over until closing Sunday night and did a brisk business on the extra day.

**Publicity**

No Reading Fair was better publicized. Collier's magazine did a two-page color layout on the fair, which hit the newsstands two days before the gates opened.

The National Broadcasting Company saluted the fair on its "Sunday News Desk" show a week before opening. During the week, Eastern Pennsylvania newspapers gave the fair top priority. As for radio, 14 stations broadcast from the fairgrounds, doing a total of 110 free broadcasts.

## Springfield Off

• Continued rom page 61

presented by International Fireworks, is proving a strong attraction.

Thrill shows were going strong, as Jack Kochman played Sunday and Monday (14-15); Joie Chitwood held forth Wednesday and Thursday (17-18); Sam Nunis auto races were held Friday (19) and today, and sports car races are set for Sunday (21).

Altho no carnival was booked, kiddieland rides were going strong thruout the week.

General admission is $1.25, with grandstand show admissions scaled from $1.20 to $2.40 and Coliseum prices ranging from $1.50 to $3.60.

## Pomona Eclipses

• Continued from page 60

presentation was reported not drawing as well as expected Saturday night (13) attendance of near 2,300 at $1.20 and $2.40 was the top mark up to press time. A source reported Wednesday that the crowds were picking up. Liberace appeared at matinee performances on Saturday and Sunday in the Radio-TV building. Admission on Saturday was $2.40 but was dropped to $1.20 for the Sunday show (14).

"Fair Follies," a Barnes-Carruthers production, opens tomorrow night for the closing eight days.

**Fun Zone**

The fun zone attraction this year is the permanent installation, Harry A. Illions' World's Fair Midway. He brought out several rides, including the Phoenix Wheel, from his New York State operations. Frank W. Babcock United Shows supplied the portable rides in the area as well as the two kiddie areas.

Debuted this year on the fairgrounds was the new floral exhibit building, completed at a cost of $250,000. It consists of a central rotunda surmounted by a 50-foot dome and two wings each 160 by 80 feet. Wing walls are of adjustable aluminum lath to regulate light and air. Front of the domed portion is frosted glass.

Gate admission to the event remains the same as in former years, 50 cents for adults.


DIRECT FROM MANUFACTURER

beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each stunning piece set with a variety of gemmed rhinestones and colored sparkling jewels

CONTINUOUS INTRODUCTORY OFFER
$6.00 PER DOZEN BOXED

OTHER SENSATIONAL ITEMS
Opal Sapphire Sets $8.50 per doz.
Birth and Birthday Sets $6.00 per doz.
Expansion Watch Bands $3.25 per doz. Chrome and $4.25 per doz. Gold plate. Necklace and Earring Sets, $1.50 per doz. Men's Identification with expansion watch band $9.00 per doz. Rhinestone $6.00 per doz. 10Kt gold plate.
DISPLAY BOX $1.00 per doz. additional
Beautifully engraved Heart Lockets $5.50 per doz. Necklace, Bracelet, Earrings Sets $1.25 and $1.00 each. Single Strand Simulated Pearl Necklace, filigree clasp, $1.60 per doz. Double Strand $2.00 per doz. Triple Strand, $4.25 per doz. 4-pc. Pearl Sets with rhinestone clasps, $1.00 and $2.75 each. 5 and 6-piece All Religious Medallion Sets $5.00 and $2.75 each. Jewelry Sets in jewel box, $2.25 each. Ladies' and Men's Watches. Rhinestone and Plain Crosses on chains. Scatter Pin Sets, Barrettes $2.50 per doz. $5.00 and $6.00 per doz. Adjustable Ladies' ring-stone rings $3.50 per doz.
MANY OTHER ITEMS SOLD for NEW Enlarged 1952-53 CATALOG!
PACKARD JEWELRY CO.
220 Fifth Ave. New York, N. Y.

MEN—Build a Wholesale Route
GET INTO A Big Pay Business

Sell Nationally Advertised Long Profit Carded Necessities to Stores
Make good weekly earnings selling stores this line of 50¢ products, carded goods, nationally known toys, watches, jewelry, drugs, school supplies, etc. Retailers buy on sight and reorder. You and the merchant more than double your money. Also Laymen's new 25¢ Ball Point Pen selling new records. Territory open. Begin at or sideline. No experience needed. All printed. Firm in business over 30 years. New bargain deals and sales helps regularly. Send for FREE Booklet today.
WORLD'S PRODUCTS CO.
Dept. B-P Spencer, Indiana

Timely Xmas Items

A wholesaler is offering for immediate sale, less than half value, the following items:

| | |
|---|---|
| Large Dolls and Animals, minimum 1 doz. | Bn $ .48 |
| Mama Sleepies Dolls, human hair | Ea. 1.85 |
| Large Mama Sleeping Dolls, human hair | Bn. 1.75 |
| 8-piece Whisky Sets, packed singly | Ea. 1.50 |
| 22 Piece Nightall Sets | Ea. 2.50 |
| 7 Piece Knife Sets | Ea. 2.25 |
| 2-Piece Carving Sets | Ea. 2.25 |
| Nice 8x8 Pictures, rayon frames | Dz. 4.00 |
| Nice 6x8 Mirror, rayon frames | Dz. 4.00 |
| Large Mirror Jewel Boxes | Ea. 1.00 |
| 8-Piece Perfume Sets | Set 1.50 |
| Mirror Table Pieces | Dz. 3.00 |

Act now, act fast, mail money order with order.
CHARM PRODUCTS
220 W. St. Clair Cleveland 13, Ohio

Sensational Close-Outs!

Luxurious Satin-Plush Pandas, 16" high, 12" wide. The most attractive of any Panda ever featured. Sturdily constructed. Individually packaged in Cellophane. At the terrific low price of $15 doz. Sample $2.

Satin-Cordroy Teddy Bear 20 inch. 24 retailer. The tallest, most beautifully made doll you've ever seen. You will want to buy our entire stock of this one money item. Individually packaged in Cellophane. $11.00 doz. Sample $1.00.

Famous Duval Perfume—½-ounce bottle in transparent Lucite Box. Originally $16.50 each. $4.50 doz. Sample 75c.

BURKE 10 W. 27th St., N.Y.C.

ILLUSTRATED CARTOON BOOKLETS

SAY, FELLOWS! IN THE LOVE GAME, WHY NOT WIN WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS of COMIC CHARACTERS
$10. ALL DIFFERENT, $1 POSTPAID
SORRY, NO POSTAL C.O.D.'S!
REGINALD SALES
210-82 90th Ave. New York 10, N. Y.

TABLES • STEEL CO WOOD
CHAIRS
Folding or Non-Folding
Prompt delivery. Minimum order 6 doz. Ask for prices, tell number needed
ADIRONDACK CHAIR CO.
1140 B'way., N.Y. (27 St.), Dept. X-36, MU 5-1368

LOOK . . . TERRIFIC BARGAINS . . . LOOK

3-PIECE PEN SET
WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil. In beautiful hobnail beautiful gold embossed $7.50 tan camo with set.

$4.00 per dz.
$42.00 per gr.

DONKEY
with Keychain, Gilt Finish. Gross ..... $7.20

ELEPHANT
with Keychain, Gilt Finish. Gross ..... $7.20

I LIKE IKE

EISENHOWEN and STEVENSON
Jumbo Buttons—metal back and pin. 6¼" in diameter
Per 100, $10.00
60 ligne 1¼" Stevenson Buttons, Red, White & Blue colors. Per 100, $2.00. Per 1000, $17.00
50 ligne "I Like Ike" Buttons, 1¼". Per 100, $2.00. Per 1000, $17.50
70 ligne Ike & Stevenson Buttons. $4.00 per 100. $37.50 per 1000

FOR PRESIDENT ADLAI STEVENSON

STEVENSON for PRESIDENT
Red, White & Blue Buttons, with Ribbons, Donkey and Keychain, 1¼"—50 ligne completa.
$12.50 Per 100
These buttons are made up complete.

EISENHOWER for PRESIDENT
Red, White & Blue Buttons, with Ribbons, Elephant and Keychain, 1¼"—50 ligne complete.
$12.50 Per 100

25% deposit required—Money order or cash. We ship same day as we receive orders—Ship all over the world
THIS IS OUR ONLY STORE.
HARRIS NOVELTY CO. 1102 ARCH ST. PHILADELPHIA 7, PA.
PHONE: MA 7-9E48—WA 2-6970

Yes! It's a GENUINE DIAMOND

Exquisite three piece slen. cameo set with a GENUINE DIAMOND HAND-PRONGED in the necklace. This simulated onyx black and white cameo jewel has classic appeal and is a wide-spread popularity item. Plated with lustrous 24 carat gold-flash. A sure-fire jewelry sparkler on your sales parade!

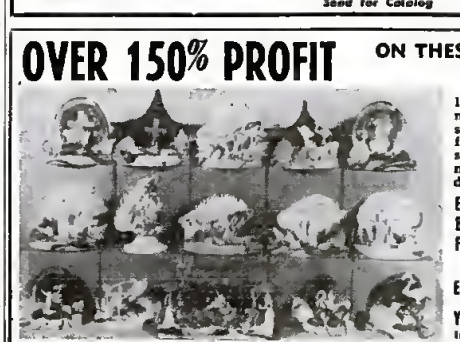
Made to Retail for 19.95

22.50 Per Doz. Sets Boxed

Really a fast-selling item from coast to coast. Attractively packaged in satin-lined gift box. Four samples supplied for only $10.00 postpaid. Not for resale, add 20% fed. excise tax. 25% dep. with order, bal. C.O.D.

STERLING JEWELERS
44 S. LONG STREET COLUMBUS, OHIO
Send for Catalog

OVER 150% PROFIT
ON THESE NEW AND COMPLETELY DIFFERENT LAMPS



14 assorted, individually styled, hand-made and painted lamps. Made of select sea shells, corals and marine curios from all parts of the world. Designed by skilled artists and craftsmen in fascinating and attractive colors. Tremendous eye-appeal. Proven FAST sellers.

EXCELLENT CHRISTMAS, ANNIVERSARY AND BIRTHDAY GIFTS. ONE BEAUTIFUL AQUARIUM FREE WITH THIS INTRODUCTORY OFFER.

Individually boxed in corrugated carton

Entire set can easily retail for $66.50

Your cost is only $25.00 per set

Inquire about other assortments at $50.00, $75.00, $100.00. Free Mdse. included with these.

One-third deposit with order, balance C.O.D., f.o.b. factory.

LOS TROPICALOS 940-46 N. MIAMI AVE. MIAMI, FLA.

LOCATIONS CHANGE VIEWS

# Philly Op Says Owners Find Jukes Hypo Biz

PHILADELPHIA, Sept 20.—[illegible]ation owners are beginning to look upon coin-operated music machines as a service which helps to increase business gen-a[illegible]lly rather than a way in which to make some extra profit, according to Ben Fireman, head of the Automatic Sales Company here.

Fireman believes that this change of view is of tremendous importance to operators, removing some of the competitive struggle from the business. Previously, he said, "many legitimate operators were unable to make a profit since they had to cater to every whim of the location owner."

This "chaotic condition," which Fireman said extended thruout all segments of the industry, changed "as a matter of business necessity around 1948, when the television boom began to catch on."

Fireman further described the change as a "matter of self-protection" and "sound business." He believes that operators must begin to realize they must make money on every piece of equipment and that they must take into account costs of operation and machine depreciation which, he said, amounts to 25 per cent yearly on new boxes.

**Requires Contracts**

Because he is convinced that placement of music machines is an outright service to location owners, Fireman requires a contract from every spot "Our contracts," he said, "have really stood up in court. The courts have even found liability when the machine has been placed on location by direction of the manager of the store."

Fireman also requires "front money" of $7 to $20 before locating a machine. In choosing a stop, he takes into consideration such factors as the type of neighborhood and particularly the investment of the owner in his business. The firm attempts to get a minimum of $7 weekly on equipment, dating up to 1948. On music machines manufactured after 1948, the firm tries to net $20 weekly.

Automatic Sales maintains a staff of six employees, has its own repair shop and does all its own hauling. Almost all its machines are on nickel play. Fireman says "it would be tough thing to try to convert to a dime operation in a city the size of Philadelphia, unless all operators co-operated and went along."

Fireman, who entered the field in 1933, summarizes his views with the observation that "this is a good business, but it requires good business judgment and honest sweat to make a go of it."

REPUTATION

# Philly Route Finds It Key To New Stops

PHILADELPHIA, Sept. 20.—An operation which depends on reputation is the strong point of the 21-year-old William Simpson firm, operating out of 2930 Ridge Avenue, Philadelphia.

The firm, with which David Rosen as been associated for the past 15 years, has routes in Eastern Pennsylvania, part of Delaware and South Jersey. It handles shuffle alleys, pinball machines, music machines, mechanical horses, and rocket ships and operates only on recommendations, which it has found pays off.

# Runyon Sales Is Distributor Of Rocket Ride

NEW YORK, Sept. 20.—Runyon Sales Company here is showing the Meteor Rocket, coin-operated space ship ride for kiddies. The firm is national distributor of the ride.

The 10-cent-play unit has an over-all length of 76 inches, with a base 40 inches long. It is 29 inches wide, 12 inches high and weighs about 250 pounds. There are no belts as the motor is an integral part of the gear box, the company points out.

Features include a low-slung fuselage with an upholstered, padded cockpit seat, a plywood flooring covered with a rubber mat; multi-colored, flashing light control board; movable joy stick which fires guns; flashing "astra dome" on top of cockpit, and heavy ribbed inner construction.

The rocket ship also boasts a chrome trim, chrome machine guns, flashing red exhaust light, sealed lubrication and a simplified electrical system. The ride is equipped with ball and roller bearings.

# Bally Sets Up 2-Game Output

CHICAGO, Sept. 20.—Because of the increasing demand for both the in-line scoring games and jumbo type pinballs, Bally Manufacturing Company has inaugurated a two-game production schedule. The games, Frolics and Sunshine Park, are being produced on parallel assembly lines.

George Jenkins, director of Bally sales, explained the dual schedule was adopted when it became obvious that Frolics would remain in quantity production for a prolonged period and orders were piling up on the limited production of Sunshine Park.

WHAT'S YOURS? NOT BOOK-ENDS!

ST. JOHN, N. B., Sept. 20.—A bit of thirsty confusion developed here this week over an award in connection with a shuffle game.

The operator had put a sign over the game announcing that the high score player each day would compete with other daily high score players at the end of the week for a prize. Altho no definite prize was mentioned, it was assumed the prize would be a case of beer.

When the winner of the first weekly contest strode up to collect his prize, he received—a set of book ends.

# Deliver United Circus, In-Line Scoring Game

CHICAGO, Sept. 20.—United Manufacturing Company, thru Billy DeSelm, sales manager, announced deliveries have started on Circus, a new in-line scoring game introducing play incentive features.

Circus is a three card unit. Playfield is made up of 25 numbered holes, plus a ball return hole. Each of the cards on the backglass have boxes numbered from 1 to 25 but arranged in different formations. Play goal is to drop balls in the holes in such a way that they will light up corresponding numbers on the backglass either three, four or five in a row.

Among the new in-line game features on Circus are its triple score (it also has double score), spotting as many as three numbers on a single extra coin. At his option, player may purchase up to three extra balls. The game has two buttons controlled by the player, depositing extra coins. At the player's end of the cabinet, on the left, is the extra feature purchase button. On the right is the extra ball purchase button.

# United Staffer Mrs. Lynch Dies

CHICAGO, Sept. 20. — Mrs. Mildred B. Lynch, 52, office manager of United Manufacturing Company, died suddenly Thursday (18). She had undergone an operation earlier in the week and was believed to be recovering.

Mrs. Lynch had been with United virtually since its formation 10 years ago and was considered one of the key figures in the rapid expansion and steady success of the firm.

Funeral services were set for Monday (22) at the Laine chapel, 5501 N. Ashland, Chicago. Interment was to follow in Memorial Park.

Survivors are her husband Joseph E.; two sons, William B. and Robert E.; her mother, Mrs. Anna F. Bildhauser; a sister, Mrs. Florence B. Kaiser, and two grandchildren, Lauro L. and Kathleen Lynch.

# Florida City Passes Pinball Ordinance

MIAMI, Sept. 20.—The Hialeah city council last week passed an ordinance regulating pinball licenses and prohibiting persons under the age of 21 from playing the machines.

The ordinance provides a penalty of $500 or 60 days in jail for violators and places the responsibility for screening future pinball license applicants upon Police Chief H. U. Warner.

City officials said the action was prompted by a series of recent complaints to the police department. Hialeah is 12 miles north of Miami and has its own city government.

# Coin-O Premieres Bat-o-Mat Pitcher

CHICAGO, Sept. 20—The Coin-O Manufacturing Company held a premiere of its Bat-o-Mat pitching machine in the Lincoln Room of the Congress Hotel Monday thru Wednesday (15-17). Timed to attract local operators, plus visitors attending the conventions of the Music Operators of America, National Automatic Merchandising Association and National Association of Bulk Vendors conventions, the Coin-O unit was viewed by a steady run of coinmen each day.

One of the features of the showing was demonstrations, at regular intervals, of the accuracy and performance of the pitching unit. These were under the direction of Guy Farrell, firm's chief engineer, while President Harry Katz and his associate, Frank Roelke, conrentrated on outlining the profit potential of the Bat-o-Mat.

**Quarter Operation**

The Coin-O pitching machine is made for quarter operation. It can be set to throw balls across the plate accurately at from 40 to 70 miles an hour. It also can be adjusted to automatically pitch from one to 50 balls. Most operators of this type of equipment, however, offer 10 throws for a quarter.

Bat-o-Mat is being offered to operators thru factory appointed distributors, either on an individual machine or package basis. The package unit gives operators a complete layout for outdoor locations—including the pitching machines, bleachers for spectators and batting cages.

Coin-O has headquarters at 3435 Sheffield Avenue, Chicago.

# Elsie the Cow Latest Entry in Dime Kid Rides

NEW YORK, Sept 20.—Something "moo" has been added to the manufacture of 10-cent kiddie rides—Elsie the Cow is making her debut in the coin-operated ranks.

According to Harold Levy, its president, the Kingsley Corporation, 180 John Street, Brooklyn, has begun production of sample rides, and distributors will be appointed on a national basis in the near future.

Designed for youngsters up to the age of seven, Elsie is a faithful reproduction of the famous cow, even to the color of her "hide." Levy described the action of the ride as a "gentle rolling one." In which the cow's head dips slightly while its rear goes up. This motion is then reversed. Elsie is fitted with a jockey-type saddle and stirrups and the trimming is also leather-made. A daisy chain around her neck serves as the reins.

The coin mechanism is placed in a milk bottle-shaped unit which is attached to a post set in the right front corner of the ride's base. A push-type plunger is used to insert coins.

Elsie weighs about 250 pounds, stands 52 inches high, 20 inches wide and 34 inches long.

# N. Y. State Ops To Meet Oct. 1

NEWBURGH, N. Y., Sept. 20 — Some 200 coin machine operators from six up-State New York counties, as well as industry representatives and members of the Connecticut Operators' Association, are expected to attend the dinner meeting of the New York State Operators' Association to be held at the Rhoda Arms Restaurant here October 1.

The dinner will be a testimonial to Russ Carpenter, retiring president of the group. Jack Wilson, of Newburgh, takes over as president.

EXPANSION KEY

# Jobber Claims Good Service Door Opener

PHILADELPHIA, Sept. 20 — A large inventory and adequate service facilities have helped to make David Rosen's coin machine jobbing concern one of the most active in the industry.

The firm's Broad Street showroom is 40 by 70 feet and about 75 machines are usually on display while 250 machines are kept in stock.

Rosen is the distributor for Mercury records in the Philadelphia market area. To help plug these records, the firm makes it a practice of tying in with local motion picture theaters and placing its "juke boxes" in lobbies on a free play basis. He is also the distributor for Wallis & Starbright children's records.

The company's coin machine lines include those made by Chicago Coin, AMI, Keeney, Genco and Auto-Photo.

Besides serving many operators in the city the Rosen firm offers wide coverage in Eastern Pennsylvania and also does some export business.

# Westchester Ops Hold 1st Season Meet

WHITE PLAINS, N. Y., Sept. 20.—The first regular monthly meeting of the 1952-'53 season of the Westchester Operators' Guild was held at the American Legion Hall here Monday (15). The 19 operators present discussed a plan to donate juke boxes to county institutions.

A delegation will represent the Guild at the New York State Operators' Association's dinner to be held in Newburgh, N. Y., October 1.

The members voted to take over the route of Ben Fagan, Tarrytown operator, who is in the hospital as a result of an automobile accident three weeks ago. Members will handle all service calls for Fagan until he is able to return to work.

Officers for the Guild for the year are Carl Pavesi, president; Max Klein, vice-president; Seymour Poliak, secretary, and Louis Tartaglia, treasurer. On the board of directors are Arone Goldberg, Nat Bensky, James A. Smith and Joseph T. Weitz.

# Dismiss Gov't Suit Against Hawaii Firm

HONOLULU, Sept 20 —The U S 9th Circuit Court of Appeals of San Francisco recently dismissed a Government action against a Honolulu firm, charged with violating the law prohibiting inter-state shipment of gambling devices.

The court ruled the Justice Department had lagged in its appeal after a Honolulu judge on February 28 ruled in favor of the firm, the Honolulu Amusement Company. The Company had contended the Government had no right to seize 12 coin-operated "claw" machines shipped from Illinois. The merchandise chutes on the machines had been sealed with metal plates prior to shipment; therefore there could be no pay-off the firm contended. The Government, however, countered the plates could easily be removed, thus turning the games into vending devices.

The appellate court in throwing out the case did not rule on whether the payoff chute constituted a gambling device. The 12 coin-operated vending machines, valued at about $6,000, are now in storage here in the custody of a U. S. marshal. An order restoring them to the firm will be processed when a mandate to that effect is received here from the Appellate Court.

# Calendar for Coinmen

September 20-21—Music Guild of Nebraska, quarterly meeting, Stratton Hotel, Grand Island.

September 22—Amusement Machine Operetors' Association of Greater Baltimore, semi-monthly meeting, Mandall-Ballow Restaurant, Baltimore.

September 26-28—Texas Merchandise Vendors' Association, 1952 convention and exhibit, Adolphus Hotel, Dallas.

September 26-28—Texas Tobacco Distributors, annual convention and exhibit, Adolphus Hotel, Dallas.

October 9—Music Operators of Northern Illinois, annual banquet, Greemere Hotel, Chicago.

October 13—Wisconsin Phonograph Operetors' Association, monthly meeting, Hilltop Inn, Rhinelander.

PROMOTIONS

# 2 Omaha Ops, DJ Highlight Use of Jukes

CHICAGO, Sept. 20.—A smooth-running promotion tie-in with a disk jockey has been working recently in Omaha to the benefit of the industry-at-large and two operators in particular.

The mechanics of the promotions were explained at the Music Operators of America convention here last week by Howard Ellis, secretary-treasurer of the Music Guild of Nebraska and one of the operators. The others are Jerry Witt, vice-president of the Guild, and disk jockey Johnny Pearsons of radio station KOWH.

Using The Billboard's music charts as a guide, the three collaborate early each week in selecting a record featured on the two operators' juke boxes as "KOWH's Johnny Pearsons' Juke Box Pick Hit of the Week."

When Pearsons plays the record on his show, he presents it as his juke box pick hit and tells his audience that it is available on their neighborhood juke boxes. Incorporation of the mystery tune angle, thru non-identification of the record on the title strip, also has increased effectiveness of the promotion.

The system has had a six weeks trial and, according to all concerned, has proved successful. The important thing, Ellis said, is that the words "juke box" are mentioned frequently over the air. The actual cash return might not be too great, he said, but industry-wise it gets over the idea of using the juke box.

# AMI Plans to Increase Plant Facilities 50%

GRAND RAPIDS Mich., Sept. 20.—Plans for a $500,000 plant expansion — enough to increase manufacturing facilities by 50 per cent—were announced this week by John W. Haddock, president of AMI, Inc.

Work will be started on raising steel for a new structure, adjacent to the existing plant, by the end of the year or as soon thereafter as the steel is available. It is expected that the additional plant will be completed by June, 1953.

Company officials said that the three-story steel and brick building would add 52,000 square feet of floor space to the existing 85,760 square feet.

# Remodel Ind. Quarters of Shaffer Music

INDIANAPOLIS, Sept. 20.—Shaffer Music Company, Seeburg distributors here, has finished a remodeling program which doubled its floor space. Former storage space was added to the firm's main showroom and offices were rearranged.

Glass brick was used to refinish the front of the building and the office of Gene Ford, the manager, and his assistant, Al Bland.

Officials marking the completion of the program included Ed Shaffer, of Columbus, O., president of the firm; Bernie Flynn, of the Columbus branch, and Herb McClelland, traveling representative for Seeburg.

James Peachy, State representative for Shaffer, has resigned. A successor has not been appointed.

# NO "HAND" REJECTOR ON THIS JUKE

REGINA, Sask., Sept. 20.—A Saskatoon, Sask., cafe employee was held "prisoner" by a juke box for two and a half hours.

The employee had reached into the music machine while it was in operation and his hand became jammed between the mechanism and the cabinet.

There were no juke box experts among the firemen summoned and the employees finally freed the man when the mechanism was reversed.

# Okays Decision Clearing Union In Labor Suit

LOS ANGELES, Sept. 20.—General counsel for the National Labor Relations Board in Washington "declined jurisdiction" in the appeal made by Mrs. Artie Bray in her suit against Local 1052 of the International Brotherhood of Electrical Workers and its business agent, Hal G. Sherry.

William Walsh, attorney for Mrs. Bray, had appealed a local NLRB decision which dismissed the charges against the union and Sherry on grounds that the scope of business operations involved were not sufficiently broad to justify application of the Labor Act. The Washington ruling confirmed the stand of the Los Angeles examiner.

The local and Sherry had been charged with employee coersion, secondary boycott, featherbedding and using a picket line in an extortion attempt in a suit filed under the Taft-Hartley Act. Mrs. Bray at the time was manager of a cafe in this area and based her actions on an alleged incident of June 10.

# Kan. Operators to Form Trade Assn. Sept. 28

CHICAGO, Sept. 20.—Formal organization of Kansas juke box operators into a trade group to be known as the Kansas Music Association is set for tomorrow in the Broadview Hotel, Emporia, Kan.

The announcement of the meeting was made by Louis Ptacek of Manhattan, Kan., owner of the Bird Music Company, and Gene Atkinson of Topeka, owner of the Sha ce Vending Company, at the Music Operators of America convention here last week.

According to Ptacek, some 50 operators have expressed interest in the association and more than 100 are expected to attend the first formal meeting. Election of officers and the adoption of by-laws are on the agenda.

**Interest Crystalizes**

Interest among the State's operators started crystalizing last

(Continued on page 81)

# MOA Convention Achieves Harmony, Clarity of Purpose

## Increases Miller's Term to 2 Years, Powers of Decision Made Greater

CHICAGO, Sept. 20—Complete harmony and greater strength, thru clarity of purpose, were achieved during the protracted business session which Saturday (13) ended the Music Operators of American convention at the Congress Hotel, according to George A. Miller, MOA president.

During the session, Miller was re-elected president and business manager and his term was extended from one to two years. By expanding his office to include the position of business manager, Miller was given broader powers for making decisions.

With other members of the California delegation, Miller remained in Chicago this week for planning conferences. He departed Wednesday (17) for his home in Oakland, Calif.

**Convention Dates**

Planning already has started on the dates and site for next year's convention, Miller said. Under consideration, it was indicated, were a return to a spring date (all previous MOA conventions were held in March) or to possibly another fall date.

Altho a spring meet appeared desirable, proximity to this year's convention would rule it out for 1953 and would put it off for more than 15 months, to the spring of 1954, the data of the next convention. Selection of a date also hinges on its acceptability to all concerned—including manufacturers and record firms.

Another possible governing factor, as brought out during the convention, it was pointed out, is that record firms apperently have given some consideration to holding a national meet in conjunction with the music machine operators.

**Public Relations**

Miller also indicated that decisions would be made soon on what type of national public relations program MOA would conduct. Two plans were presented at the convention—one by Frank E. Mullins Associates, national public relations counselors, and the other by AMI, Inc. (See story elsewhere in this section on the AMI plan).

The big lessons learned by operators at this year's convention, according to Miller, were "the great value of continued organization for the purpose of opposing all types of discriminatory legislation and the value of public relations thruout all segments of the industry."

**Elected Officers**

Elected to office with Miller were Ray Cunliffe, Chicago, treasurer; Les Montooth, Peoria, Ill., secretary; Tom Withrow, Midland, Tex., sergeant at arms; Clinton Pierce, Brodhead, Wis., first vice-president; Al Denver, New York, second vice-president, and Hirsh de La Viez, Washington, D. C., third vice-president.

Cunliffe, formerly second vice-president, succeeded De La Viez; Montooth succeeded Dick Stenberg, Newark, N. J.; Pierce, formerly third vice-president, succeeded Richard Schneider, East St. Louis, Ill., and Withrow succeeds Morris Goldman, Detroit.

Speakers heard the last day included Irving Ackerman, attorney for the Michigan Operators Association; Gail S. Carter, vice-president and sales manager of Permo, Inc.; Clarence Cukor, National Slug Rejectors, Inc.; Hal Cook, Capitol Records, and Phil Levin, Chicago.

# Form New Op-Owner Association in L.A.

LOS ANGELES, Sept. 20.—The first meeting of a new phonograph association, composed of local owners of juke box operating firms, has been set for the Tropics Room of the Royal Palms Hotel here Tuesday (30) evening.

Bert Hilner, managing director, said the association had been incorporated under California laws as the Vending Machine Owners Trade Group of California with offices at 2847½ West Pico Boulevard.

Abraham Rhein, of Phono Music Company, one of two juke box operators charged with violating Office of Price Stabilization regulations and a leading organizer of the group, said it would be a local association for the present. He said it was his belief that if the association had been in operation, the OPS action against him and the Los Angeles Music Service Company would not have been filed.

**Directors Named**

Named as directors were Rhein, Carl Fisher, of Inglewood, and Coleman Wilcox of Sherman Oaks. Included in the membership, according to Rhein, are operators Sam Ricklin, Henry Bringas, Frank Navarro, William Sehrader and William Rutherford.

Rhein said dues would be 10 cents per machine monthly and that one of the first major projects would be the establishment of a code of ethics. No servicemen are to be admitted, he said, as they already have an association in Local 1052 of the International Brotherhood of Electrical Workers.

The group was understood to take precedent over the California Music Guild, which has been negotiating with Ray Adams, director of the National Tavern Owners Association, to organize Los Angeles County operators into the CMG fold.

Hilner was described by Rhein as a former operator who was fully acquainted with the industry's local problems.

# Adapter Firm Expands Wall Box Conversion

CHICAGO, Sept. 20—Standard Adapter Company here announced this week that it had expanded its conversion of 20-selection wall boxes to 100 selections to include nine models produced by the Seeburg Corporation.

Sidney Schneider, president of the firm, said the conversion applies to three-wire, wireless, pre or postwar, straight nickel, and nickel, dime, quarter boxes for either 45 or 78 r.p.m. machines. Previously, the firm converted only three wall box models.

Cost of conversion is $35 per wall box. All conversion work, Schneider said, is done at the Standard plant at 2740 N. California Avenue, Chicago.

With each box, an operator receives a menu designed to hold the additional 80 record titles. Minor repairs are made free on broken boxes, Schneider said, but a charge is made if parts are required. Boxes are refinished for $3.50.

Joe Calderon, of Trans-World Trading Corporation was named as the firm's export representative for foreign sales of small radio microphone it produces.

TEEN-AGE ESSAY CONTEST

# AMI Submits Industry-Wide Public Relations Plan to MOA

● Continued from page 1

"the American people are the most youth-conscious in the world," the success of public relation programs incorporating essay contests—such as the one conducted by the Advertising Federation of America—were cited.

The essays would be limited to 1,000 words on a subject such as "What the Juke Box Means to Us Teen-Agers." Judging would be by a distinguished panel. Child authorities, jurists and educators were suggested as possibilities.

The first prize scholarships would be to the school of the winners' choice. The writers of the next 10 best essays would receive $100 each. It was suggested that the contest be staged in time for the awards to be presented at the next MOA convention. Winners, with their chaperones, would be invited to attend the convention with all expenses paid by AMI.

**Award Presentations**

The awards would be presented at a special luncheon staged by MOA. Winning essays would be read and copies reproduced for national distribution. Newspapers would be invited to cover the luncheon, which, it was suggested, should be self-supporting.

To further the contest, AMI representatives would appear at regional and local operator association meetings to enlist the cooperation of operators and explain the program. Publicity material would be released to newspapers, posters distributed to youth and parent organizations and advertisements placed in publications such as the "The Scholastic," high school magazine.

It was suggested that additional publicity could be obtained thru the release of material to disk jockeys across the nation.

According to the plan, "there is no direct financial liability imposed on MOA, altho MOA and local associations are free to spend their money on additional promotion of the contest if they wish to do so."

# HYMN-PLAYING JUKE IN CHURCH

HARRISON, N. Y., Sept. 20—St. John's Lutheran Church here features a brightly lighted, 20-record juke box well stocked with hymns.

The machine is set for free play and provides visitors to the church with music such as "A Mighty Fortress Is Our Lord."

OUT NEXT WEEK...The Fall Export Quarterly

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

RECORD COMPANIES RE-ALIGNING 45 PRICES. Extended play disks affect structures (Music department).

COLUMBIA TO ISSUE EP POP ALBUMS. Diskery to ship records next week (Music department).

PHILADELPHIA COMES UP WITH NEW POP ETCHINGS. City of hits comes up with "My Favorite Song" (Music department).

FAIR TRADE STILL CONFUSES DISKERS. Knotty problems still perplex record company lawyers (Music department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.


MUSIC SYSTEMS

BEST BUYS OF THE MONTH

Clean Equipment—Ready for Location

Write, wire, phone. 1/3 deposit, balance C.O.D.

SEEBURG 148SL ..... $219.00
147M ..... 149.00
146M or S ..... 129.00

Hideaways
H148M ..... $229.00
H14EM ..... 139.00

AMI Model A ... $249
WURLITZER 1015 ... 139
PACKARD Manhattan ... 89
ROCK-OLA 1422 ... 99
ROCK-OLA 1432 ... 450

Wall Boxes
3W7-L56 ... $39.50 (5-10-25¢ 3 wire)
3W2-L56 ..... 17.50 (5¢ 3 wire)
W1-L56 ..... 5.00 (5¢ wireless)
Wurlitzer Model 3020 27.50

Export inquiries invited—50 cycle motors available

MUSIC SYSTEMS, INC.
DETROIT, MICH.—10217 LINWOOD LANSING, MICH.—1224 TURNER
CLEVELAND, OHIO—2600 EUCLID TOLEDO, OHIO—1302 JACKSON


# APOA Resumes Regular Fall Meets Oct. 14

CINCINNATI, Sept. 20.—Automatic Phonograph Owners' Association will resume its regular monthly meetings with its first fall session scheduled for the Hotel Sheraton Gibson here, Tuesday, October 14 at 9 p.m., Nat Bartfield, president, announced this week. Plans for the group's annual Christmas party and other association activities will be discussed and voted upon at the initial session, Bartfield said. The executive board will meet at 8 o'clock the same night.

APOA is co-operating with the U. S. Public Health Service's national, State and local health program during September. The health service is furnishing free records to every operator to be used on their phonographs during the length of the campaign. All operators received a letter in advance of the records which are delivered by the health service. Sam Chester and Paul Fusateri are serving on a committee with T. D. Scott, of the Social Hygiene Society in connection with Dr. Wilsbach's local health office.

Al Lieberman, of the B. W. Novelty Company, has returned from his vacation. He visited in Chicago and attended the Music Operators of America convention. He will report on the meeting at the local group's October 14 session. Abe Saiman and family have returned from a vacation in New York and Miami Beach, Fla. Lawrence Kane, APOA's legal counsel, and his wife returned last week from a three-week vacation in Kingsville, Ont.

## Puck Co. Ups Delivery

CHICAGO, Sept. 20.—Precision Puck Company has resumed an immediate delivery program on its varied line of shuffleboard and shuffle game pucks.

Herbert Smedburg, firm official, stated the firm stepped up its production schedule to meet demands of operators now getting set for fall campaigns.

## BERESIN HEADS FUND CAMPAIGN

PHILADELPHIA, Sept. 20.—Jack Beresin, president of Berlo Vending Machine Company and A.B.C. Vending Company, has been placed in charge of the motion picture theaters division of the forthcoming United Fund campaign. Beresin is also Chief Barker of the Variety Clubs Internstional, "the showman's organization with a heart."

# Wurlitzer Adds 3 Men to Field Service Staff

NORTH TONAWANDA, N. Y., Sept. 20.—The factory field service organization of the Rudolph Wurlitzer Company has been expanded with the addition of three service engineers, it was announced this week by Bob Bear, phonograph department sales manager.

The men, H. G. McKenzie, L. W. Peteet and C. R. Whipple, were associated with Wurlitzer distributors in the service field. Definite territories will be assigned the men at a later date.

Bear said all would work with distributor service organizations in the current Wurlitzer service program, which was described as geared to an "emphasis on pre-trouble maintenance."

## First's House Organ

CHICAGO, Sept. 20.—First Distributors this week made its initial mailing of its newly instituted house organ, First Edition.

The periodical includes photos of equipment handled by the company, products made by Keeney, Exhibit etc, plus operator tips, yarns and pictures of visiting coinmen.

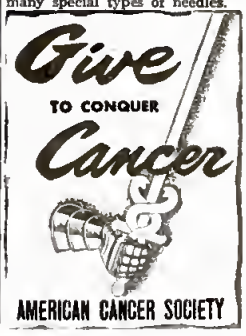
# New Low Price Structure Set By Permo, Inc.

CHICAGO, Sept. 20—A new low price structure, described as giving operators a better price break across the board, was announced this week by Gail S. Carter, vice-president and general sales manager of Permo, Inc., for the Permo-Point line of coin-operated phonograph needles.

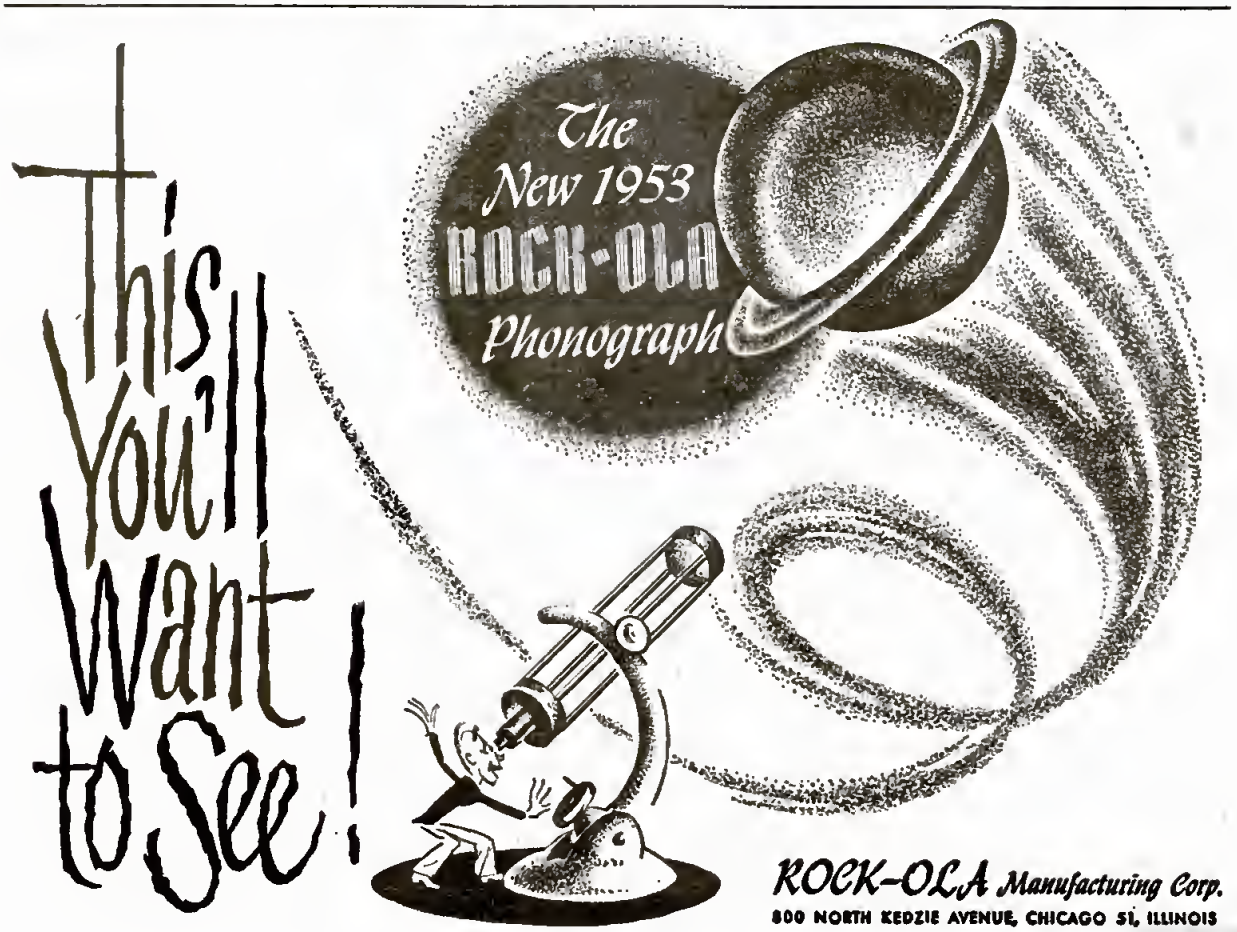
Under the new structure, the best prices, which originally were obtained on 1,000 lot orders, now are obtained on 500 lot orders. Operators also obtain lower prices with order lots of 11 to 99 and 100 to 499 needles.

Carter emphasized that under the new structure, which applies to 23 types of needles, an operator may purchase a varied assortment but that the price is figured on the total order to give the same price advantage as if only one type of needle were involved.

Carter, who left Monday (16) on a business trip to New York and to attend an electronics show in Atlantic City, said the new prices were a "more realistic approach to current conditions" in view of the fact that operators now find it necessary to buy many special types of needles.



*All Music Operators are Invited to Join* **AMI's**

# WRITE-AN-AD contest

All music operators seem to like AMI ads with their interesting angles, down-to-earth language, fresh and simple ideas that seem to echo the thoughts and feelings of operators, location and music patron alike. Now we invite you—the operator—to take a crack at this fascinating ad-writing opportunity. Write an ad about the AMI juke box, about its simplicity, dependability, economy, playability, or some special feature that appeals to you.

Draw a crude sketch of your idea—the skill behind the artwork doesn't count—then put in your headline and a paragraph which tells your thought simply and as effectively as possible.

## PRIZES

**1st Prize . . . . . An AMI "D" 80**

**2nd Prize . . . . . AMI Hideaway**

**3rd Prize . . . . . $250.00 Cash**

**Next 25 Prizes . . . An AMI Amivox Extension Speaker**

Contest closes Nov. 15, 1952. The decision of the judges is final. All entries become property of AMI Incorporated. In case of ties, duplicate prizes will be awarded. You write your ad, or as many as you wish to enter, on sheets of paper 8½ x 11 in. or larger. Get regular entry blanks and a special book of helpful ideas FREE from your nearest AMI distributor. Distributors, their employees and AMI personnel are not eligible for prizes. All music operators, their employees and families are. Send your entries before Nov. 16 to Advertising Dept. AMI Incorporated, 1500 Union Ave., S.E., Grand Rapids, Mich. All ads will be judged on the basis of sincerity, originality and idea content, and NOT on professional skill of execution.

**grab a pencil ...turn adman**

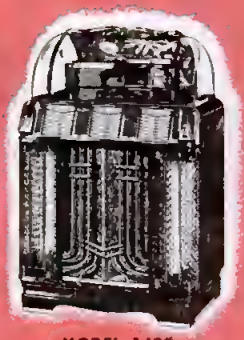
Grab a pencil and turn adman right now. Dash off your ad ideas with dash and daring—don't tighten up, just put down what comes into your mind. Make a separate layout or sketch for each ad—the more entries you submit the greater your chance of winning a valuable, useful prize. Do it now—sometimes, in advertising, the spur of the moment inspiration is the best of all.

**AMI** *Incorporated*

*General Offices and Factory:*
1500 Union Avenue, S.E., Grand Rapids 2, Michigan

MODEL 1500

5100 SPEAKER
5204 WALL BOX
WITH ADJUSTABLE WALL PLAQUE



MODEL 1400

ELECTRONIC VOLUME
LEVEL CONTROL

# No line-up like it for Quality

Wurlitzer is the only name in the automatic music business that has been associated with good music and great musical instruments for nearly 100 years.

For close to 20 years it has set the pace of progress in commercial phonograph development. Among Wurlitzer's outstanding *firsts* was the use of lighted plastics to enhance the attractiveness of cabinet design. The *first* to play 45 RPM records. The *first* to provide automatic volume control and the *first* with a visible record changer.

The current Wurlitzer line carries on this tradition with two more great exclusive features...104 selections in 8 classifications and the ability to play 45 and 78 RPM records intermixed.

It all adds up to this. Year after year Wurlitzer has given the operator merchandise and music that excelled in quality and in earning power.

Pictured above are the latest examples of this operator-profit-producing leadership.

See Your Wurlitzer DISTRIBUTOR

The Rudolph Wurlitzer Company, North Tonawanda, New York

# Coinmen You Know

## Los Angeles

**Al Weymouth** of Weymouth Servire Company was in Chicago to attend the convention of the National Automatic Merchandising Association. **Charles B. Stancliffe**, who was associated with the Weymouth Company as head of the stock room for 12 years, retired recently. He was tendered a party by Weymouth and the staff. **Jack Owens**, formerly with General Vendors, has been named to succeed him. **Jack Stewart** is on vacation. **Joe Richardson** is the new Weymouth coute supervisor.

**Al Silberman**, Badger Sales, spent last week in Chicago attending the NAMA meeting. . . . **George Miller**, Moore Company, Portland, Ore., was a recent visitor. He combined his business trip to Los Angeles with a visit with his parents. . . **Johnny Johnson**, of the Leuenhagen Record Bar, is on the sick list. . . . **Jack Leonard**, Badger Sales, was back on the job following a vacation Leonard reports that merchandise is arriving daily for the Christmas trade.

Acme Cigarette Servire of Pomona has installed cigarette machines on the grounds of the Los Angeles County Fair in that city. Business should be brisk this year for the attendance at the event is running well ahead of 1951. Event attracts over 1,000,000 persons.

**H. D. McClure**, who is now operating in the San Luis Obispo section, reports that his firm, Los Osos Vendors, has bought the route of **M. E. McGrew**, known as McGrew sales. Los Osos, which means "the bears," now has a general operation, having everything except cigarette machines. McClure plans a vacation soon and expects to spend a few days in Colorado fishing.

A cocktail party was held Monday (8) at the Leuenhagen Record Bar with **Spade Cooley** and **Bill Leuenhagen** jointly hosting operators. The occasion relebrated the release of Cooley's Decca recording, "Carmen Boogie." Also in attandanre with the bandleader will be his vocalist, **Ginny Jackson**, and a new singer, **Darla Hood**.

**Phil Wainberg**, regional representative for Bally, flew into town from Texas for a short visit . . . . **Tex Mitchell** and **W. R. Murphy**, who operate in Fresno, in town shopping . . **Ed Wilks**, of the Paul Laymon Company, back at his desk following a vacation in Balboa. He has moved from LaCrescenta to Long Beach, his original stomping grounds.

**Victor Young**, composer, and **George Jay**, disk jockey, visited Leuenhagen's Record Bar. Young made the trek in the interest of his record "When I Fall in Love" on Columbia by **Doris Day**. **Artie Wayne** also was a Record Bar visitor . . **Kay Solle** and her niece, **Barbara Chandler**, are back from a visit to Santa Catalina Island. . . . **Andy Anderson**, vending machine operetor, enjoyed his visit to Colorado and stopped in at the Badger Sales Company to discuss it with **Bill Happel**, who has charge of the vending department.

**Harry Stephens** has been awarded the contract for the installation of vending machines at Camp Irwin, Calif. . . . B & B Enterprises installed a number of SodaShoppe venders at the Naval Air Station in San Diego and several Drink-o-Mats at Santa Marguerita Marine Camp . . . The many friends of **Barnard Lipin**, one of the partners in B. & B., will regret to learn of the passing of **Mrs. Lipin**. . . . Comer Vending Company, operated by **Mrs. Helen Palmer** and **Mrs. Rita Corwin**, has added a number of Refreshers, canned juice venders, and U-Pop-It corn machines.

(Continued on page 91)

## Kansas Ops

● Continued on page 77

May. In June, representatives of the Kansas operators attended the first annual convention of the Music Guild of Nebraska at Omaha to obtain first hand information on the methods of organizing an association.

Plans for the coming meeting were made at the first get together of Kansas operators at a meeting last July. Ptacek was elected temporary president at that time.

Acce ding to Ptacek, the purposes of the new group are twofold: the association is expected to provide a medium thru which operators in the State can get to know each other better, and also a means by which public relations can be fostered.

# THE BILLBOARD Index of Advertised Used Machine Prices

## ● Music Machines

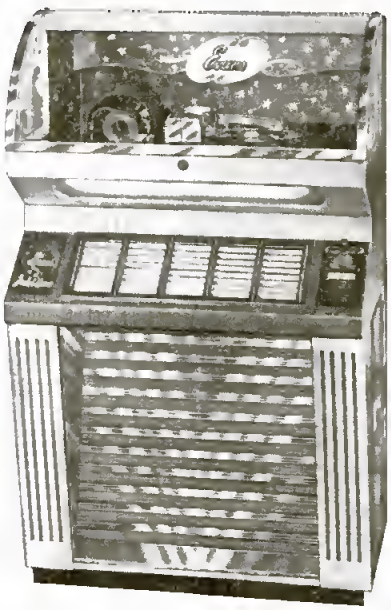
Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

| | Issue of Sept. 20 | Issue of Sept. 13 | Issue of Sept. 6 | Issue of Aug. 30 |
|---|---|---|---|---|
| **AMI** | | | | |
| Model A | $249.00 254.50 350.00 | $225.00 249.00 350.00 | $249.00 350.00 | $299.50 *69.00 274.50 350.00 |
| Model B | | | 450.00 | 450.00(2) |
| Model C | 475.00 | 460.00 475.00 | 460.00 475.00 | 445.00 460.00 475.00 |
| **EVANS** | | | | |
| Constellation | 425.00 | 425.00 | 425.00 | |
| **PACKARD** | | | | |
| Manhattan 76 | 89.00 | 89.00 | 89.00 | 89.50 |
| **MILLS** | | | | |
| Constellation | 150.00 | 150.00 | | 175.50 |
| **ROCK-OLA** | | | | |
| 99 & 50 | 295.00 | 295.00 | 295.00 | 295.00 |
| 1422 | 94.50 99.00 150.00 | 89.50 99.00(2) 150.00 | 99.00(2) 125.00 140.00 150.00 | 99.00(2) 99.50 140.00 150.00 |
| 1422 Blonde | 135.00 | | | |
| 1426 | | 115.00 119.00 | 119.00 165.00 | 119.00 135.00 165.00 175.00 |
| 1428 | 259.50 | | 295.00 | |
| 1432 | 450.00 | 450.00 | | |
| 1946 | | | 59.50 | |
| **SEEBURG** | | | | |
| Classic | 89.00 | 89.00 | 99.00 | 99.00 |
| Envoy | 49.00 | 49.00 | 99.00 | 99.00 |
| M-146 M Hideaway | 79.50 139.00 | 199.00 | 79.50 139.00 | 139.00 |
| M-147 M Hideaway | 110.00 | 118.00 | 110.00 | 110.00 |
| M-100 M Hideaway | 229.00 | 229.00 | 229.00 | 229.00 |
| M-246 M Hideaway | 99.00 99.50 | 99.00 | 99.00 99.50 | 99.00 |
| Hightone | 49.00 | 49.50 | 99.00 | 99.00 |
| Latone | | 52.50 | | |
| W-100-A 78 RPM | 599.50 | 599.50 625.00 | 599.50 650.00 | 599.00 650.00 |
| | 695.00(2) | 695.00 | 675.00 695.00(2) | 675.00 695.00 |
| M-100-B 45 RPM | | | 845.00 | |
| J-100-BL 45 RPM | | | 965.00 | |
| Major | 99.00 | 49.00 | 99.00 | 99.00 |
| Regal | | 99.00 | 99.00 | 99.00 |
| 46 | 99.50 | 99.50 | 99.50 | 99.00 |
| 46 M | | 99.50 | | |
| 47 | 139.50 | 139.50 | 139.50 | 139.00 |
| 47 M | | 124.50 | | |
| 146 H | | 89.50 | | |
| 146 M | 110.00 129.00 | 110.00 129.00 | 110.00 129.00 | 110.00 129.00 |
| 146 S | 110.00 129.00 | 110.00 129.00 | 110.00 129.00 | 110.00 129.00 |
| 147 M | 135.00 159.00 | 135.00 199.00 | 135.00 199.00 | 135.00 149.00 |
| 147 S | 135.00 | 135.00 | 135.00 | 135.00 |
| 100 Blonde | 275.00 | 275.00 | 265.00 275.00 | 265.00 275.00 |
| 100 ML | 240.00 260.00 269.50 | 240.00 260.00 | 240.00 260.00 | 240.00 260.00 |
| 148 SL | 219.00 | 219.00 | 219.00 | 219.00 |
| 1991 Hideaway | 49.00 | 49.00 | 99.00 | 99.00 |
| **WILLIAMS** | | | | |
| Music Mite | 99.50 | 99.50 100.00 | 99.50 | |
| **WURLITZER** | | | | |
| 500 | 99.00 | 42.50 99.00 | 99.00 | 99.00 |
| 600 | | 42.50 | | |
| 750 | 54.00 | 54.50 69.00 | 54.00 | 99.50 69.00 |
| 750 S | 79.50 | 79.50 | | |
| 780 S Colonial | | | 99.50 | |
| 800 | 54.50 | | | |
| 850 | 99.00 | 59.00 | 59.00 | 99.00 |
| 1015 | 125.00 139.00 169.50 175.00 | 109.50 125.00 139.00 169.50(2) 175.00 | 125.00 139.00 169.00 175.00 185.00 | 125.00 139.00 139.50 175.00 185.00 |
| 1017 | | | 99.50 | |
| 1080 | 125.00 150.00 | 125.00 150.00 | 125.00 150.00 | 125.00 |
| 1080A | | 129.50 | 169.50 | 169.50 |
| 1100 | 289.50 324.00 325.00 | 324.00 325.00 339.50 | 295.00 310.00 324.00 325.00 | 310.00 324.00 325.00 279.50 |
| 1217 Hideaway | | | | 439.50 |
| 1250 | 399.00 425.00 | 399.00 425.00 | 399.00 425.00 | 399.00 425.00 |


2 WAYS TO IMPROVE YOUR OPERATING ALL WAYS

EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM



Lowest Operating Costs—Highest Performance Efficiency—Most Consistent Player Response to the Richest, Most Life-Like Tone Reproduction! Jubilees Do More Than Promise Profits . . . They Deliver 'Em on Your Locations! See Your Evans' Distributor Now!

SOON ON DISPLAY AT YOUR DISTRIBUTOR

EVANS' CENTURY PHONOGRAPH

"CENTURAMATIC" SELECTION
•
"ENCORE" MECHANISM

50 RECORDS • 100 SELECTIONS • 45 RPM

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

SEEBURG OPERATORS

THIS IS FOR YOU!

WE ARE NOW CONVERTING 20 SELECTION WALLBOXES TO PLAY ALL 100 SELECTIONS ON THE M-100

The following boxes can be converted:

- 3-Wire
- Post-War
- Wireless
- 5c
- Pre-War
- 5-10-25c

WE DO THE ENTIRE CONVERSION. YOUR BOXES ARE RETURNED READY TO OPERATE.

No more straining or twisting your neck to see titles. With each box is included a beautifully colored program selector that holds individual title strips, food menu and wine list.

CONVERSION PRICE $35.00 per wall box

ASK FOR ILLUSTRATED LITERATURE SHOWING THE MUSIC MENU.

One of the many models converted. Only one button to press.

STANDARD ADAPTER CO.
2746 N. California Ave.
Chicago 47, Ill.
Phone: CApitol 7-7447

Every Conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?
Write The Billboard
2160 Patterson Street
Cincinnati 22, Ohio.

## CREATE CANADIAN DIVISION

# Expansion, Harmony Key Second NABV Convention

By TOM McDONOUGH

CHICAGO, Sept. 20.—Expansion, harmony and the direct approach to industry problems keynoted the second annual convention of the National Association of Bulk Vendors. Action-packed during its three-day run, Sunday thru Tuesday (14-16), at the Morrison Hotsl, the meeting was highligbted by the creation of a Canadian division.

Streamlined from its initial session on Sunday afternoon when nominations for officers and s board of directors were made, the NABV gatbering was keyed to a closely timed agenda. Monday (15) the first business sassion was convened with Milton P. Raynor, association general counsel, reviewing the group's progress since the 1951 meeting in Cleveland. Raynor told the members that their wholchearted co-operation in the past 12 months had successfully carried NABV thru a critical period and insured steady expension in the immediate future.

Trade ethics also were discussed and a resolution was adopted demanding a strict code of sanitation to be subscribed to by all present and future members. The code was not fully worked out by the close of the convention and all members will have a chance to study it in the next few months before voting on its final adoption. An integral part of this sanitation progrem will be the issuance of stickers for members' venders.

**Officers Elected**

The NABV convention was climaxed by the election of officers and directors on Wednesday (16). Executive officers chosen were: Alvin R. Kantor, Chicago, president; Warner C. Smith, Dallas, executive vice-president; Bert Frega, Oakland, Calif., secretary, and Bernard K. Bittarman, Kansas City, Mo., treasurer.

The seven regional vice-presidents voted into office were: West—Sid Bloom, Los Angeles; Midwest—Samuel J. Phillips, St. Louis; Northwest—Leo Ellingsworth, Minneapolis; East—Ed Flanagan, Boston; Southwest—Al Gunn, San Antonio; South—Max Hurvich, Birmingham, and Canada—Archie Campbell, Ottawa.

The NABV also named 16 members of the board of directors for one year terms. They are: Meyer Abelson, Pittsburgh, Harry Bell, Chicago, Neil Davis, Coopersville, Mich., Herman Eisenberg, Cleveland, Sam Eppy, Roger Folz and Robert Guggenheim, New York; Les Hardman, Pittsburgh, H. B. Hutchinson, Atlants, Ish Kimbriel, Dallas, Rolfe Lobell, Chicago, Don McClinton, San Francisco, Ken McPhail, Chatham, Ont., Harris Shafton, Jacksonville, Fla., Phil Sparacino, Chicago, and Sid Weinstein, Pittsburgh.

**Two Chairman**

Another important election resulted in the choosing of two permanent chairmen. Those hon-

(Continued on page 85)

## GREENE

# Sees Rapid Expansion In Vending

CHICAGO, Sept. 20—Wth the economics of the future favoring automatic merchandising, Robert Z. Greene, president, Rowe Manufacturing Company, New York, urged NAMA members to continue with experimentation in a trail-blazing effort that would lead to greatar profits than the industry has ever known.

Pointing to the constantly increasing self service retail units blanketing the country, Greene said that it was only another step to vending. The Pennsylvania Railroad, which bas successfully operated vending machines in some of its coaches, is preparing a club car that will feature a bar at one end and coin-vended buffet items at the other.

Coin-operated snack bars will be introduced on highways in New Jersey, next spring, Greene said. The interest in this endeavor is widespread, and its successful application may lead to iis adoption in many other areas. Likely locations might be found along Connecticut's super highway, the Merritt Parkway, which has gas stations but no eating estsblishments.

**Traces Rowa Growtb**

Greene, a past president of NAMA, traced the growth of his own company in pointing out that the vending busness was founded and prospered because of men with vision and faith.

Altho generally thought of as a Goliath in the field, the guesses regarding Rowe are fantsstic,

(Continued on page 87)

# Re-Elect Goldman President of NAMA

CHICAGO, Sept. 20—Aaron Goldman, president of the G. B. Macke Corporation, Washington, D. C., was re-elected president of National Automatic Merchandising Association during the group's 17th annual meeting this week at the Palmer House.

The board of directors re-elected all four of the association's officers to another one-year term.

On the opening day of the convention, the nominating committee, chairmaned by Robert Z. Greene, presented its slate of five nominees—three new nsmes and the names of two men who served on the board during the past three years.

The new directors slated were Maurie Heffer, vice-president of Johnson Tobacco Compsny, Chicago, Doug C. Letz, Chickasaw Canteen, Knoxville, and Richard Wood, vice-president of the Coca-Cola Bottling Works, Gary, Ind., I. H. Houston, Spacarb, and Davre Davidson, nominated to serve another three-year term. The nominations were unopposed from the floor and were approved unanimously.

Meeting the second day of the convention, the directors re-elected the following officers, in addition to Goldman: I. H. Houston, first vice-president; John T. Pierson, Vendo, second vice-president, and William Fishman, Automatic Merchandising Company, treasurer.

NAMA's offirers again include two manufacturers (Houston, Pierson) and two operetors (Goldman, Fishman).

Preceeding the election, the board entertained Svend A. Bruun, of A-S Wittenborgs, Copenhagen, at luncheon.

## NEW VENDING MARKET

# Try Outside Vending, Says Danish Speaker

CHICAGO, Sept. 20.—U. S. autcmatic merchandising migbt expand its market potential by street selling, Svend A. Bruun, of A-S Wittenborgs, Denmark, told the NAMA convention. He spoke on "The Future Role of Automatic Merchandising in the American Economy."

Bruun was introduced by G. R. Schreiber, of The Billboard Publishing Company and program chairman of this year's NAMA convention.

Schreiber said Bruun's family had been engaged in the manufacture of automatic merchandising machines for the past 60 years, and that it was Europe's tergest manufacturer of vending equipment.

**Vending Differs**

Bruun pointed out that European vending differed from that in the U. S. in this principal respect: Most of the venders are placed outside where the public can buy 24 hours a day. The machines sell standard products as cigarettes and candies, but they also handle a wide variety of food items from fresb vegetables to cheese and eggs.

Because most of the venders are placed in the open, Bruun said European vending machine design and manufacture has been affected—machines are so constructed as to resist vandals and weather; they also are narrow, since the law determines how far they can extend over the sidewalk.

Retail stores in Europe use vending machines to keep open around the clock, Bruun pointed out. All stores close at 6 p.m.,

(Continued on page 85)

## LOOKING TO TOMORROW

# Take-Home Sales Big Potential—Houston

CHICAGO, Sept 20.—"So much ballyboo bas been put out about our industry that it is difficult for even the most hard-headed realists among us to separate dreams or wishful thinking from practical probabilities," I. Payne Houston, president of Specarb, told members of the NAMA.

Houston, a featured speaker on Monday's (15) convention program, spoke on "Vending's Role in Distribution." He reviewed progress of the industry and sketched in some of the probable future developments.

"Prior to 1926-27," Houston said, "excluding a few million in sales thru toilet locks, penny scales and 1-cent gum and nut machines, vending was just a plaything of promoters. About that time certain developments took plare which gave our industry its first real start toward large-scale growth and prosperity."

Those developments, Houston said, were the improvement of coin mechanisms and slug rejectors and the introduction of mechanical refrigeretion.

**Preises Pioneers**

Houston paid tributa to "a handful of top-quality pioneers who had the courage and vision to stake their futures on vending—men like Ben Fry, Nathaniel Leverone, Bob Greene and J. W. Coan."

From 1933 to the outbreak of World War II, Houston said, the industry underwent a 10-fold expansion of sales and earnings. By 1940-41, he said, service and merchandise machines were

(Continued on page 87)

# DAVIDSON WINS SCHEUER AWARD

CHICAGO, Sept. 20:—Henry Davidson, chairman of NAMA's Region X, was awarded the annual Bernard Scheuer trophy at the convention here this week for his group's work in building association membership.

The trophy, honoring the memory of the late Bernard Sebeuer, president of the Vendomat Corporation of America, Baltimore, was accepted by Davre Davidson. The Davidsons own and operate Davidson Brothers, Los Angeles opereting concern.

Region X increased its membership by 40 per cent in the past 10 months, thus leading all 13 regions in membership building. Latest figures released by NAMA showed the association had 1,215 members as of September 1, 1952.

# New Hot Dog Vender Shown

CHICAGO, Sept. 20.—A new hot dog vending machine was unveiled at the NAMA show here this week by Juice Bar Sales Corporation, New York. The new unit, designed in conjunction with Radio Receptora, Brooklyn, has a capacity of 160 frenkfurters encased in rolls. Each food product is wrapped and contained in a cardboard rylinder.

At the show, the product was being cooked by diathermy and delivered in about 20 seconds. Jack M. Cross, of Juice Bar, said that it is expected to cut the cooking time for operation in the field to between 10 and 15 seconds. The machine is designed to vend for 20 cents and to return a nickel change when a quarter is inserted.

Line production will not stsrt before January or February. The price is expected to be around $1,200.

# NAMA Leader Urges Venders Become Expert

## Goldman Tells of Requirements for Operatar Success

CHICAGO, Sept. 20.—Aaron Goldman, president of National Automatic Merchandising Association, set the stage last Sunday (14) for the group's annual convention by urging operetors in attendance to "become automatic merchandising specialists" to assure their future.

Goldman, addressing his remarks to the man already in vending, listed five major points which he said were necessary to automatic merchandising expectness:

1. **Become adept at salesmanship.**
2. **Know good merchandising practices.**
3. **Know how to analyze your business.**
4. **Have good employer-amployee relations.**
5. **Engage in public relations.**

"There probably is not one in a hundred," Goldman said, "who is as good a salesman as he could be if he were to take the time and trouble to improve himself. There are opportunities in every city for the ptacement of vending machines, which are going begging, because operators have been unable to persuade the responsible party that vending machines have a place in his business, his factory or in his university."

Of merchandising, the NAMA

(Continued on page 87)

# Nat'l Rejectors Licenses Aussie Firm on Ejector

CHICAGO, Sept 20.—National Rejectors, Inc., producers of coin control devices, has licensed Servit, Ltd., of Sydney, to produce the National slug rejector line in Australia.

Raymond Gottfried, of National, said here this week at the NAMA show that Servit would confine its manufacturing and sales activitiea to that country.

Nationsl displayed its new "four-in-one" mechanism at its booth on the exhibit floor. The mechanism ensbles machines to handle a wide renge of even and odd-cent prices.

# Warn Higher Cig Tax Will Dig Into Sales

CHICAGO, Sept 20.—Vending machine operetors can help combat further increases in cigarette taxes by working closely with the tobacco industry, F. M. Parkinson, executive director of the National Tobacco Tax Research Council, told the NAMA convention.

"By virtue of the fact that your group repeatedly has been subjected to tax impositions by city, county and State governments," Parkinson said, "you are already seasoned veterens in the art of articulate opposition to unreasonable levies."

Today the combined federal, State and local taxes on cigarettes reachas upward of $2 billion annually, Parkinson pointed out.

"The combined federel and State taxas on cigarettes," he continued, "range from 10 to 16 cents a pack, with an average of 11½ cents in the cigarette taxing States (41 States). Out of every dollar spent for cigarettes thruout the United States, 51 7/10 cents is represented in excise taxes. So half your packs go for tax."

**Warns Industry**

The tobacco industry will be a continued target for heavier taxation, Parkinson predicted. Ten Ststss now impose a tax of 4 and 5 cents per pack, and 25 States impose a tax of 2 and 3 cents.

"The Ststes imposing the lesser tax rete feel that because there is no apparent opposition to the higher rete of tax there is little reason why they should not join the ranks of the States imposing 4 and 5 cents a package," Parkinson stated.

This fact, plus the ever-increasing demand for Steta revenue and the lack of economy in government, were citad as proof that higher taxes are in store for the cigarette industry.

High texes, and the corresponding high retail price, have a direct effect on the per-capita

(Continued on page 87)

OUT NEXT WEEK...The Fall Export Quarterly

*BOSSES BOTHERED*

# Execs Seek Answers To Labor Problems

CHICAGO, Sept. 20.—Facing problems akin to those confronting tha leaders of all of the nation's major industries, NAMA devoted ite Tuesday morning business session at the Palmer Bouse as an aid to management. Answers were sought to such perplexing questions as the hiring and training of good personnel and labor relations, the need for insurance and the joh of the executive in the vending field.

Disclaiming the often-voced but seldom documented complaint that "good men" have ceased to exist and thet it is now impossible to get a dsy's work from an employee, P. W. Bullock, Piedmont Canteen Service, Greensboro, N. C., indicated that perhaps the hiring technique was at fault.

He listed as a prevalent weakness the failure of management to explain fully to the prospective employee just what would be expected from him. The future of the firm and its promise of growth and expansion should be outlined, he said, before hiring negotiations were fully launched.

**Gauge Employee**

It would help in gauging a prospective employee to study his living standard in relationship to the opportunities offered by the joh. The rewards, of course, would be judged hy job performsnce.

Bullock listed the following as requisites in hiring personnel:

1. Physical fitness of the applicant.
2. Tha approsch—whether the primary intarest appears to be opportunity or the desire for easy money.
3. The potential number of wark years promised. While age la no barrier, youth remains desirable.

Hugh Howes, Howes-Shoemaker Company, Detroit, warned thet complarency during a period of good labor relations was dangerous. It is important, he said, to work at estehlishing good relations with employees evan better when celmness prevails.

**Seek Legal Aid**

There is no reason to be alarmed or frightened if labor trouble does develop, Howes said. He told operators to avoid being high pressured. This could be circumvanted by securing competent legal advice and contecting the NAMA, he said.

Howes told operatora, who hed not yet been a party to collective bargaining, that the process could conceivahly benefit management as well as labor and suggested that negotiations be entered with this in mind.

John Guthrie, Miller Automatic Sales Company, Louisville advocated constant and thoro attention to securing complete insurance coverage. His method of deductions from commissions to pay premiums is outlined in a Vend magazine ceprint, "Self Insurance Is Practical," which was distributed at the mceting.

**Covarage Listed**

Policies carried and recommended by Guthrie included, those covering owners and landlords, hlanket honesty; monthly report on inventory; auto-truck, money and securities, transportation-merchandising, standard workmen's compensation and plate glass.

Herb Geiger, Geiger Automatic Sales Company, Milwaukee, who recently completed a special management course at the University of Wisconsin, seid thet it was necessary to learn to solve problems on the executive level to be a good "boss."

Geiger said that success or failure was due more to the competence of individuals on the executive level than it was to outside conditions. Too many individuals, he said, are prone to blame "conditions" for failure.

*COMMISSIONS*

# Costs Must Fix Rental, Says Simon

CHICAGO, Sept. 20.—Operrting companies are headed for economic troubles unless they stop giving away their gross in the form of too high a rental commission, NAMA members were warned by Mort Simon, J & M Vending Company, Ltd., Miaml.

Simon, speaking at the association's annual convention, hcoke down typical average costs on a cup vending machine to illustrate his point. Operating costs, including materials, labor, and a 21 per cent commission leave the firm 11.7 per cent out of each nickel, and from this must come such large axpense items as depreciation, he pointed out.

The principal reason why operating companies pey too much rental commission, Simon said, was because they do not know their costs He advised operators to study their costs carefully and adjust commission rates accordingly.

# Stoner Bows Cig Vender At Chi Show

CHICAGO, Sept 20—Stoner Manufacturing Company introdured a seven-column, manual cigarette vending mschine tentetively priced, with stand at $150, at the NAMA show this week. Bip Glassgold, sales manager, said deliveries of the cigarette vender would start in January.

Subject to revlsion, the price quoted on the vender at the show was $134 50. The base is an additional $14.50. Fluorescent light, which la optional, costs $5. A self-locking coin box is also available as optional equipment.

Designed to handle king or regular-size cigarettes in each of its seven columns, the machine has four shift columns, a 321 peck capacity and a free match capacity of 325 book matches. Operators can set the machine to opecete at a quarter or 30 cents by aimply moving a price hutton.

The vender la 66 inches high on the stand (44-inches without the stand), 23 inches wide and 14½ inches deep. It weigts 164 pounds, and the hase la an additional 23 pounds. Of all steel construction, the vender will be offered in a variety of eight colors.

Features of the new machine are an overload clutch mechanism, removable columns, large peckage display which permits the customer to see the peck he huys, a single coin insert receptecle and cemovable coin mechanism Wall brackets will be offered.

# Lily Tulip Bows New Hot Cup

CHICAGO, Sept. 20.—A new hot cup especially designed for vending was introdured at the NAMA show here this week by the Lily Tulip Company.

# King-Size Cig Trend Review At Convention

CHICAGO, Sept 20.—The trend toward king-size cigarettes is an indicatio . of changing fashions in cigarettes, and operators must be cognizant of such changes to capture their full sales potential, the NAMA convention was told.

Arthur F. Schultz, of Arthur F. Sehultz Company, Erie, Pa., told the Monday (15) morning session that king-size cigarette sales are winning more new husiness than the standard size and have long since passed the marginal point.

The increase in women smokers, Schulte declared, started the king-size trend People huy king-size b' ause of economy, mildness, taste and "because it is the fashion these days."

Edward Beresth, Cigarette Machine Sales Company, Stamford, Conn., sketched some of the problems which the new trend caused in the operating business, but he added that no cigarette operstor could afford to eliminate longer-size brands from his columns.

The Chesterfield king-size package has caused soma confusion, Beresth added. Since the packages are identical, except in size, customers often pull the wrong plunger or push the wrong b tton despite plain markings which indicate the king-size column.

# Vending Target of Syndicate Muscle Police Exec Warns

## Los Angeles Police Chief Tells How Hoodlums Prey on Industry

CHICAGO, Sept. 20.—Organized crime, working thru the Mafia, has moved increasingly into legitimate business enterprises and one of its tergets is the vending machine industry, the NAMA convention was warned by W H Parker, Los Angeles police chief.

Speaking at the final session Wednesday (17) morning, Parker said, "The vending machine industry is one of their (Mafia's) targets. They plan to teke over supply and service, distribution, and ultimately, manufacturing.

"They plan this because the vending machine industry is considered ideal for their needs. They have available, intimidation and strong-arm experts successful in persuading small proprietors of the advanteges of one machine over ano'her. Existing punchboard, horse race information, and bookie chains can be counted upon to supply new customers and control old ones."

Parker was introduced by George Seedman, president of the Rowe Service Company, Los Angeles, and past-president of NAMA. Seedman outlned Parker's career as a polce officer, lawyer, sociologist, Army officer, civic leader and police chief. He told how, under Parker's administration, crime and criminals had been redured steadily in the California city.

**Points Out Dangers**

Three great dangers confront modern America, Parker stated: The Communist fifth column, armed might of Russia and organised crime

"I do not despair," Parker said, "or fear for an America alert to the dangers of these first two threats." But, he added, organized crime "can accomplish our downfall more quickly then an enemy."

By organized crime, Parker explained, he did not mean the penny-ante hoodlum, the half-tramp half-thief, the alley prostitute or any of the several milhon cheap criminals constituting a nuisance and hazard on the streete.

"When I spesk of organized crime I speak of a tightly-knit, disciplined, arrogant and worldly-wise group which makes crime pey, and pay well," he declared.

Parker brought crime home to his vending audience with the story of how criminals attempted to muscle into the cigarette vending business.

**Muscle Instance**

"Recently," he said, "a Pacific Coast representetive of a national vending machine company—who is here today—was contacted by Mafia representetives from the Ohio Valley. These criminals had organized a California corporation and estehished an office in a city to the South of us.

"This Pacific Coast representetive was instructed to meet these men at a certain time, in a certain room, of a certain hotel. When he demurred, he was told in no uncertain terms to carry out his instructions, and "that it was their intention to purchase cigarette vending machines.

"Shortly thereafter," the chief concluded, "the appointment was cancelled without explanation. When he (the vending representetive) called these facts to my attention, I was able to give him a complete explanation as to the ceason for the cencellation The answer lay in the operation of our intelligence division, which is charged with the single responsihility of combatting organized crime."

As businessmen, Parker said, vending operators should be interested in police affairs and should act in their own community, with other citizens, to see and correct faults in the local police structure.

*OVERLOOK NO TRICKS*

# Ops Utilize All Sales Aids to Gain More $$

CHICAGO, Sept. 20—Many sales aids, ranging from a radio program to "do good" endeavors in home communities wece offered as tcede stimulants in developing the theme of the Wednesday morning business session of the NAMA at the Palmer House.

Louis Golden, Ace Cigarette Service Company, Cleveland, said that the most ambitious undertaking hy his group in building sales stimulants was the sponsoring of a twice weekly 15-minute radio program on WERE Titled "Forward America," the Wednesday segs are devoted to tracing the careers of famous athletes while the Saturday shows tell of the Horatio Alger-like growth of many famous Clevelanders. Four locations, which are notified in advance, are mentioned each week.

The commercial emphesizes the "freshness" of the cigarettes, their 24-hour availability, plus the advsntsges of buying hy the pack. The latter statement is not elaborated on but is deemed necessary since the emphasis in much cigarette advertising is on carton purchases.

Golden said thet the percentage increase in sales had run higher than ever before following the inauguretion of the radio pcogram, hut he was reluctant to attribute the totel gains to the air seg since, he said, conditions in the Cleveland area were generally excellent.

While the puhtic's acceptance of vending has increased considerably, the industry is still far from its potential, Golden stated The joh of selling must be thoco and constant he said, listing as aids, the participation in community endeavors, such as Red Festher and Community Chest campaigns and the striving for perfection in service.

It is a mustake, Golden said, to minimize the endeavora of rival operators. Rather, it is better to boost the automatic merchandising field as a whola since the goal is still to sell the public on using the machines.

**Seek Community Identity**

John F. Saxon, Ace-Saxon Incorporated, Miami, said that his firm took an active interest in all community and civic affairs in a continuing effort to have it identified closely with the locals and its endeavors. All charity drives are participated in and friendship with public officials is cultivated.

All of Ace-Saxon's coute man are uniformed and signs, bearing the compsny name, are prominentiy displayed on all mohile equipment and machines. Book matches also serve as an advertising aid, the part of the available message space is sold to a radio stetion The idea behind the liberal use of the firm's name in advertising fashion is to acquaint the public with the vending service and to impress pcopie with the fact thet it is a local and steble business endeavor, and thus good for the community.

Joseph Dobson, Dobson Vending Service Incorporated, Dallas, said that success in vending depended upon an honest selling program with a professional approach. He said that each locstion should undergo careful analysis hy top management or there would result the risk of iosing it to a more capeble competitor.

Dohson said that the South was profiting hy the pioneering that had teken place in the North. He intimated that vending endeavors in his area were really in their infancy and predicted a hright future for automatic merchandising

# Snively Kit Allows Soup To Be Served

CHICAGO, Sept. 20.—Snively Gcoves, Inc., displayed a heating conversion kit at the NAMA show which enables opecators to convert the Snively canned juice-to-cup machine to handle soup.

Paul Sullivan, Snively sales representative from New York, said the kit could be installed in appcoximately 15 minutes. It costs the operator $50. Once the heating element is installed, it hecomes a permanent part of the vender, and the operator determmes whether he will serve hot or cold drinks hy throwing a switch

The Snivaly machine, without the heating alement, lists at $500 cash or $350 on an 16-month time-payment plan. It dispenses either soup or juice in cups hy puncturing 46-ounce cans (appcoximately 110 five-ounce drinks per case of 12 cans).

# Show Danish All Purpose Merchandiser

CHICAGO, Sept. 20.—A multi-purpose merchandise vender, built hy A-S Wittenborgs, Copenhagen, was displayed at the NAMA show hy Automatique, New York agente of the manufacturer.

On hand for the exhibit was Robert L, Ferman, vice-president of Automatique. Ferman has heen operating Fruit-O-Matic refrigerated fruit vending machines

The model displayed was a two-column machine in the cabinet with circular trays segmented in 2, 3, 4, 6 or 8 sections, depending on the size of the peckage to he accommodated. Each column is controlled hy a separate coin mechanism, and each column contains 12 such revolving trays.

Prices for the machine range from $295 for a single column for flush mounting without the cahinet to $695 for a three-column model in an enamel cabinet with a stainless steel column for outdoor installations.

# Ideal Shows Milk, Drink Unit at NAMA

CHICAGO, Sept. 20.—A new, selective combination milk, chocolate drink and orange drink vender machine was displayed at the NAMA show by Ideal Dispenser Company, Bloomington, Ill.

The Modal 300-C will list for $350 80 F.O.B. Bloomington.

Housed in a cahinet of the sama design as Ideal's other milk and soft drink machines, the combination unit is 54½ inches long, 32 inches wide and 39 inches high. Crated, it weighs approximately 450 pounds.

The 300-C has two coin control mechanisms, one set to handle the cecks containing milk, the other controlling the soft drink cecks.

Its capacity varies, depending on the items stocked: 51 12-ounce beverage bottles and 50 Pure-Pak Containera or for alternate capacities, milk and orange, 60 American Can conteiners, 66 half-pint glass botties, 60 one-third quarter glass hottles and 56 pint glass bottles.

## New Wrappers for American Chicle

CHICAGO, Sept. 20—American Chicle Company is starting to ship penny Dentyne and California Fruit gum in new wreppers designed to preeent a more distinctive appearance in penny gum venders.

Face panels of the two brands remain unchanged, but the side panels have heen changed to enable customers to readily distinguish betwcen the two flavors.

IF YOU ARE LOOKING FOR THE BIG MONEY ...THIS IS IT!

Today's hottest money maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity . . . holds over 800 pieces . . . ten column . . . wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms . . . fast, easy, front load servicing . . . positive, simple, fool-proof delivery . . . tested and proved on location

THE NORTHWESTERN CORPORATION
899 S. ARMSTRONG STREET
MORRIS ILLINOIS


*SANITATION*

## Sell Health Execs First —Mallmann

CHICAGO, Sept. 20—A closer relationship between operetors and public health authorities in their communities will aid the growth of the industry, Dr W. L. Mallmann, Michigan State College sanitation expert, told members of the NAMA at their Wednesday morning session.

Dr Mallmann, consultant to the NAMA Cup Vending Division, said that a "lot of people" were still afraid to patronize the beverage machines. He said thet operators could do much to erase this prejudice by showing health authorities that they knew and precticed good hygiene.

While some 10,000 cases of food porsoning ware reported by the U. S. Public Health Service last year, Dr. Mallmann estimated that at least 100,000 cases went unreported. All of these, he said, were caused by carelessness and ignorance.

**Disease Control**

Such infections can be easily controlled, he said, adding that it is necessary to huild machines so ae to eliminate all possible transmission of disease.

Machines must be designed to be easily cleaned and not receptiva to gathering dust or dirt. Adequate refrigeretion should be provided when needed and the machine in operation should be kept clean at all times, Dr. Mallmann said. He also emphasized the necessity of servиremen being clean and trained in personal hygiene.

## Vending Makes Jobs, Groves Tells NAMA

### Venders Increase Output, Raise Living Standard

CHICAGO, Sept 20.—Automatic vending machines will help multiply peoductinn output and make the work of human beings easier and more efficient, Gen. Leslie Gcoves, U.S.A. (Ret.), told the opening session of the NAMA convention.

Groves, now vice-president in charge of development for Remington Rand, Inc., said, "The vending machine business is not dissimilar to the business in which I am engaged—that is, the office machine business. We have the same aim, the reising of the standard of living of our fellow Americans."

Machines create two problems, Gcoves told the convention: What happens to the men and women whose jobs are taken over by machines? And how will ociety as a whole benefit?

The answer to the first question, Gcoves etated, is that machines create more skilled jobs, thus reising the level of the worker. When more skilled jobs are created, he continued, the standard of living rises and society benefits.

"Unskilled labor," Grove declared, "will not be left jobless; it will be trained and pcomoted to semi-skilled occupatione."

Speed and convenience have established the vending machine as a modern method of retailing, Gcoves pointed out.

"You cannot afford," he said, "to have enough salesmen to render all the services your customers would appreciate. So you establish mechanical ealesmen. They do not need to know the psychology of selling, because they sell things that people want —such as soft drinks, sandwiches, stamps, etc. They do that joh just as well as, even better than, a human salesman. They do not go out to lunch. And they do not kcep customers waiting."

Deepite this fact, the general continued, vending machines do not take the place of the clerk behind the counter.

"The automatic selling machine is not in competition with the personal salesman," he stated, "and it does not reptare (over-the-counter) retail merchandising. It extends it, making it possible for more things to be sold than would otherwise be possihle And it is axiomatic that if more things are sold, more things must be produced, and there will be more jobs."

## Dime Vs. Nickel Still Hot Topic For Vending Ops

CHICAGO, Sept. 20.—Candy operators attending the NAMA convention heerd opposing vievе concerning the candy trade'e biggeet controversial auhject—dime versus nickel bars.

Nels C. Lang, Canteen Service Company, Erie, Pa., told the convention Monday (15) that hie firm began converting to 100 per cent dime-merchandise a yeer ago. The conversion was completed eerly this summer, Lang said, and dolier volume had increased about 35 per cent.

Land said his company may have lost some outiets, hut customer and management reaction—after a careful explanation of the reasone which prompted the ewitch—was generally good.

In rebuttal to Lang, Harold Gallarneau, Gallarneau Brce., Amerillo, Tex., said candy operators who go to a dime are contributing to the inflationary trend.

"We owe it to the public to hold the nickel line even if it means tess pcofit," Gallarneau said. He pointed out his own company bad tried out dima hars in its machines, hut that the public complained the bars were "too much candy" at "too high a price."

## *VENDING TOPIC AT SALES CLUB*

CHICAGO, Sept. 20—Dick Schreiber, of The Billboard Puhlishing Company, will be one of four husiness paper editors to speak October 7 before the New York Sales Executives Cluh at the Hotel Roosevelt on the subject of "Distribution Dynamite — or, the Revolution in Retailing."

On the program, in addition to Schreiber, who will discuss automatic merchandising, are the editors of Chain Store Age, the Fairchild Publications and the Haire Publishing Company. E. D. Weiss, economist, will moderate the pcogram.

The speeches will cover automatic vending, self-service, hranch stores and suhurban shopping centers, showing distrihution pcoblems and how product manufacturers are affected.

## New 6-Drink Unit Shown By Automatic

CHICAGO, Sept. 20.—Automatic Products introduced its new six-drink SodaShoppe unit at the NAMA show here this week. Priced at $1,397 complete, f.o.b. Minneapolis, the new unit dispenses four carbonated and two non-carbonated beverages.

For demonstration purposes here orange and grape sirups were used for the dual dispensing role with the grape labeled "burgundy" for delivery as a non-carbonated drink.

Features of the new unit include a 1,000-cup capecity and a 2,500 drink sirup capacity. It weighs 550 pounds, is contained in an all-electric welded cabinet and requires the asme 24 hy 27 inch floor space of the standard three-flavor SodaShoppe.

Automatic's Smokeshop Lo-Boy, featuring eye-level selectivity, is priced at $239 50 with a change maker and penny match vender included. Grain finiehes are $10 extre.

## Eppy Intros Seven Charms At Bulk Meet

NEW YORK, Sept. 20.—Returning here Thursday (18), Samuel Eppy, of the charm manufacturing company bearing his name, termed taet week'e Chicago convention of the National Asociation of Bulk Vendors as the most satiefying and productiva ever held.

Several new items were shown by Eppy for the first time at the show. They include a harmonica, gold and htack cameos, gold-ptated four leaf clovers, and auto tires with bub caps which bore the names of all leading makes of autos. Also shown were Eisanhower and Stevenson campaign charms, and a religious cross, the latter being the second of its kind to be added to the line. Gold and silver-plated scout knife charms also made their dehut at the convention.

## New Counter Sorter Shown

CHICAGO, Sept. 20.—Johnson Fare-Box Company displayed the new Downey-Johnson Model 40-SC combination coin corter and counter at the NAMA show this week. No price was announced.

The counter-sorter handles mixed coins from 1 to 50-cent pieces and gives a running total reading of all the coins handled. A plainly visihle meter mounted in the top of the counter gives the reading in dollars and cents.

Counted coins are sorted into pcoving drawers and then dumped hy a tever into the lower compartments. The machine can be obtained to operate on DC if desired. It is 24 inches long, 10 inches deep and 20 inches high and weighs appcoximately 90 pounds.

## Rowe Preems New Ice Cream Vending Unit

CHICAGO, Sept. 20.—A new ice cream vending machine was introduced hy the Rowe Manufacturing Compeny Inc., New York, at the NAMA show here this week. The new machine, priced at $575, has a 200 unit capacity. Delivery is about four months away.

Designed to sell ice cream on eticks or in sandwiches, the new machine is 53 inches high, 44 inches wide and 30 inches deep. It weighs 415 pounds. The cooling syetem consists of a Nash-Kelvinator sealed compressor with a one-quarter horsepower motor. The cahinet is constructed of heavy gauge cold colled steel and all mechanical parts are stainless steel and aluminum. Fiber glass is used for insulation. The unit is rust proofed and the cabinet is finished in baked enamel. All voltage at contact points is redured to 30 volts AC to eliminate the possibility of shock. Coin mechanism accepts nickles, dimes and quarters and gives change.

All Rowe Diplomat cigarette venders are featuring a new low height, added chrome trim, better illumination, wood grain finishes and, in the electric models, new electric registers.

With the introduction of the new ice cream machine, Rowe is now concentreting on peckage deals, being able to offer its cigarette, candy, milk and ice cream unita for "comptete" installations.

## Outline Need For Concise Accounting

CHICAGO, Sept 20.—Accounting forms should be designed efficiently with a view to aiding all personnel, Wally Collett, W. W Tibballs Company, Cincinnati, told NAMA members attending the Tuesday morning convention session at the Palmer House.

Acting as moderator of a panel that included Frank Ghinelli, Capital Vending Inc., Lansing, Mich, and Cherles H. Ashley, Cup Machine Service Corporetion, Philadelphia, Collett told the gathering that correct and permanent forms were particularly needed to answer possible government inquiries.

Initially, the customer should receive statements on forms that are concise so as to eliminate any possihilty of misunderstanding, he said. Speciel forms also were advocated for the serviceman and bookkeeper with master reports going to company executives so that all necessary facts and figures would he available at all times and sarve as a base for decisions.

Sample accounting forms were pcojected on a screen and explained by Ghinalli and Ashley.

## No Variance Seen in Good Sales Methods

CHICAGO, Sept. 20.—Lessons in salesmanship as it is practiced by hig husiness, and tha ease with which they can be applied to the automatic merchandising field, were outlined by H. A. Bergdahl, the Crane Company, Chicago, at the Wednesday morning business session of the NAMA convention at the Palmer House.

Speaking on "A Bonus Every Month," Bergdahl pointed out that the awards were contingent on the earning of the extra money.

The principals of salesmanship which apply to all other businesses, heginning with the initial offer of service and the outlining of the mutual advantages resulting from any ona sale and the approach to competition, can be applied by the vending trade, he said.


30 DAY MONEY BACK TRIAL

Northwestern Sensational Model 49
1¢-5¢-10¢ Prices

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to loss and we know we will gain a satisfied customer.

LESS THAN 25 $17.35
LESS THAN 100 $17.15
100 OR MORE $16.95
F.O.B. Factory

GUARANTEED USED MACHINES

| | | | |
|---|---|---|---|
| DELUXE 1c and 5c Combination | $13.95 | CHALLENGER 5¢, 3 Col. Plastic Globe | $22.50 |
| Model 33 BALL GUM, PORCELAIN, 1¢ | 7.45 | HUNTER, Like New | $22.50 |
| MASTER 5¢ | 7.45 | ESQUIRE, 1¢ | 4.95 |

MERCHANDISE AND SUPPLIES

| | Per Lb. | | Per Lb. |
|---|---|---|---|
| ZENOBIA PISTACHIO Jumbo Sweet | $ .65 | VIRGINIA PEANUTS | .25 |
| ZENOBIA PISTACHIO Fancy Shell | .35 | SPANISH PEANUTS | .25 |
| PISTACHIO 4-STAR | .65 | ALMONDS, 600 Count, 5 Lb. Vac'm Packed | .60 |
| PISTACHIO Vendors MIX | .57 | ITALIAN CHICK PEAS, Cooked sec Salted | .20 |
| PISTACHIO 3-Star | .50 | RAINBOW PEANUTS | .30 |
| CASHEW, Whole | .65 | BOSTON BAKED BEANS | .25 |
| CASHEW, Bits | .60 | LICORICE LOZENGES | .25 |
| FILBERTS | .65 | M & M | .39 |
| MIXED NUTS | .50 | | |

BALL GUM, All Sizes (200 Lbs Min.) Prepaid Per Lb. 6 .29
ADAMS GUM, All Flavors, 100 Count .42
WRIGLEY'S GUM, All Flavors, 100 Count .47
CUCHARO CHOCOLATE, 200 Count 1.20
HERSHEY'S CHOCOLATE, 200 Count 1.20
Minimum Order, 25 Boxes

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc
1/3 Deposit, Balance C.O.D.
TIME PAYMENT PLAN AVAILABLE—TRADE-INS ACCEPTED

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
440-442 WEST 42nd STREET, NEW YORK 36, N. Y. • LOngacre 4-6467

## Canadian Division

• Continued from page 82

ered were Leo Leary, of H. K. Hart Confections, Union City, N. J., membership chairman, and Sterling B. Douglas, Ball Gum, Inc., Chicago, convention chairman.

The finale was the Tuesday (16) luncheon session at which President Kantor was introduced and promised to give NABV continued progressive leadership. Raynor also addressed this session and pointed up the need of forming local trade organizations to watch local tax proposals. He also disclosed that the membership had more than doubled since the 1951 convention.

**List Exhibitors**

One of the features of the over-all convention was the NABV exhibit rooms in the Morrison. Firms displaying wares were:

American Bulk Confections, Inc., Dallas, (confections).

Ball Gum, Inc., Chicago, (ball gum, confections and venders).

Champion Vendors Supply Company, San Antonio, (bulk venders, supplies).

Samuel Eppy & Company, Inc., Jamaica, N. Y., (charms).

Karl Guggenheim, Inc., New York, (charms).

H. K. Hart Confections, Inc., Union City, N. J., (confections).

Leaf Brands, Inc., Chicago, (ball gum, confections).

Oak Manufacturing Company, Los Angeles, (venders).

Penny King Company, Pittsburgh, (charms).

Plastic Processes, Inc., New York (charms).

Plastic Specialties, Pittsburgh (charms).

Paul Priee, Inc., New York (charms).

# Fruit-o-Matic Unveils Milk Unit at Show

CHICAGO, Sept. 20.—Fruit-o-Matic Manufacturing Company, Los Angeles, unveiled a completely automatic, selective milk and juice vender during the NAMA convention. Tradenamed Dari-o-Matic, the vender will be available in 45 days at a list price of $895.

J. C. De Graaf, sales manager of Fruit-o-Matic, said the new milk machine would supplement the company's refrigerated fruit vander in many outlets.

The machine is 75 inches high, 40 inches wide and 27 inches deep, and weighs approximately 700 pounds. Its cabinet has a two-tone baked enamel finish, with 2½ inches of rock wool insulation.

**Sealed Compressor**

A sealed compressor unit, 110 AC, is mounted for easy removal for cleaning or servicing. The unit is equipped with four separate coin mechanisms for dime or two nickel operation. National's new "four in one" coin changer is available as optional equipment for operators who sell at odd-cent prices above a dime.

The four individually operated vending levels offer different products, thus enabling as many as four persons to buy from one machine at a time. If one level becomes inoperable, the remaining levels keep the machine in business.

## Vending Market

• Continued from page 82

at which time the vending machines take over and often account for one-third the store's total sales.

**Operating Firms**

Bruun said there were no operators as such in his own country, but sizable operating companies are starting up in Sweden, France and Switzerland. He commented that the Swiss electric industry is now utilizing venders to make such household necessities as light bulbs and fuses available day or night.

Bruun suggested U. S. industry might:

1. Try street selling thru venders. It has been done successfully in Europe for years.

2. Design machines specifically to accomplish the big job of in-plant feeding.

3. Expand the type of goods sold.

## Nat'l Biscuit Adds Lorna Doone to Vender Pack Line

CHICAGO, Sept. 20.—Lorna Doone Shortbread, a standard product of the National Biscuit Company for some 50 years, was added to the company's vender packet line and introduced at the NAMA show here this week. It is packed in 100 units and priced at $2.65, f.o.b. New York. Discounts are available in quantity lots.

National Biscuit's vender packet line now includes seven varieties.

## WISHFUL THINKING

CHICAGO, Sept. 20.—Here is a dreamy way in promote route efficiency conjured up by Lewis A. Sloan and offered to NAMA members here this week

1.—Have electronically controlled tacks in truck seats.

2.—Get rid of all marginal accounts by giving them to your competitors.

3.—Hire New York taxi drivers.


FOR NEW CHARMS and FEATURE ITEMS

CONTACT

PAUL A. PRICE CO.

220 Broadway New York 38, N. Y.

BEST MONEY MAKERS . . . ANY LOCATION

VICTOR'S NEW BABY GRAND CHICLE and CHLORO TREETS VENDOR

Vends 2 for 1c or 2 for 5c

Advise model desired when ordering

4 or more, $13.00 each

100 or more, $12.00 each

Chicle Treet Gum—45¢ per pound.

Chloro Treet Gum—52¢ per pound (for 1¢ model)

Chloro Treet Gum—70¢ per pound (for 5¢ model)

5¢ model brings fast returns of $6.25 per pound.

ORDER NOW

PROMPT SHIPMENT

Parkway Machine Corp.

715 Ensor St Baltimore 2, Md.

COIN INDUSTRY'S MOST SENSATIONAL LITTLE GOLD MINE

Now Available for Immediate Delivery

IT WILL BE YOUR FORTUNE TOO!

AMAZING NEW FORTUNE-TELLING NAPKIN-DISPENSER CLEANS UP TERRIFIC PROFITS!

We Challenge You!

To Try This Wonderful Money-Maker. Put them in an average location. You'll be amazed at the profits returned from a small investment. Don't wait, though. Get in on the ground floor. Get the best locations for this terrific money maker. It's offered to you at a special introductory low price. Actually it's made to sell for over twice the $12.95. Send your check or money order today!

Only $12.95 EACH COMPLETE

For quantities over 20 write for special prices.

NO FEDERAL TAX

Nothing else to buy. Sent to you complete, ready to operate. 500 cards included.

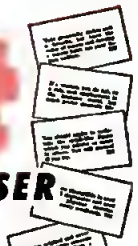
Turn these Pennies into Dollars for You! Pennies have lost their purchasing power—that's why every day in the United States 15 tons of them are placed in vending machines. Here's a red hot opportunity to put them to work for you—with a rock bottom investment.

Locations will be clamoring for this New Profit Maker! Yes sir! Soliciting spots for this honey will be like shooting fish in a rain barrel! They'll welcome you with open arms! Why? . . . because the 30% the owner will get will pay for their napkins—and plenty more besides! Furthermore, customers will have fun and amusement while waiting for their orders! And what a market! Every Drug Store, Restaurant, Malt Shop, Fountain, will want up to 25. Make *Extra Money* with your left hand!

Easy to Service—Built like a Battleship. Beautiful in appearance—will enhance any counter or table. Ruggedly built—nothing to get out of order. Dispenses heavy Bristol board Fortune cards. Quickly and easily serviced.

Cards cost only $1.00 per thousand—almost 700% profit for you!

Here's What Operators Report: From Rockford, Illinois: Six machines in the first 6 days brought in $29.76. From Meridan, Conn.: Five machines are bringing in an average of $3.00 per machine per week.



These little "Gold Bricks" mean dollars in your pocket

NIGHT AND DAY THEY WORK FOR YOU

AT EACH TABLE

AT EACH BOOTH

ALL ALONG COUNTER

THE CENTIME COMPANY

Dept. B-2 • 320 N. Elizabeth, Chicago 7 • Phone MOnroe 6-0787

TOPPER DELUXE
globe style

# SUPERIOR SUPER-SALESMEN

## The Big 3 by Victor

## TOPPER DELUXE globe style • BABY GRAND • TOPPER DELUXE half-cabinet style

Here are the new style Topper DeLuxe vendors by Victor: Topper DeLuxe globe style and Topper DeLuxe half-cabinet style. The half-cabinet is a combination of steel and Lucite, very rugged and durable. Finished in red, black and yellow, trimmed with chrome. The globe style is finished in red and black, trimmed with chrome. Chrome top and bottom may be had on both style Topper DeLuxe vendors at an additional cost of only 75c per machine. For the finest in vending of ballgum, or ballgum and charms, use Victor's original vending wheel—No. 86-A, which vends 140-, 170-, & 210- without making any adjustments. For other bulk mdse, use the No. 50 wheel. The new style Topper DeLuxe vendors have a capacity of approximately 7 to 8 lbs. of ballgum. Both of these DeLuxe style vendors have the revolving whirlpool action, giving you vending performance to perfection. Topper DeLuxe globe and half-cabinet vendors are packed and sold 4 to the case.

**Wholesale Prices to Operators on TOPPER DELUXE Globe-Style or Half-Cabinet Style**

1 to 5 cases at $56.00 per case of 4 F.O.B. Factory
6 to 11 cases at $56.00 per case of 4 F.O.B. Factory
12 to 24 cases at $55.00 per case of 4 F.O.B. Factory
25 or more cases at $52.00 per case of 4 F.O.B. Factory

All orders must specify whether "FOR BALL-GUM" or "FOR MDSE." One-third certified deposit must accompany all orders.

BABY GRAND

Victor's Baby Grand. Chicle Treets and Chloro Treets, the right combination for greater profits and steadier income. Vends Chicle Treets 2 for 1c 300 count per pound, or Chloro Treets, 336 per pound. Or Chloro Treets 2 for 5c, 250 count per pound. Cabinet of solid oak and finished natural. Holds 5½ lbs. of Treets. Baby Grand is packed and sold 4 machines to the case.

TOPPER DELUXE
half-cabinet style

**Less than 25 cases @ $52.00 per case. 25 cases or more @ $48.00 per case.**
**One-third certified deposit must accompany all orders.** F.O.B. Factory

Victor's products mean Operator's profits; buy Victor, America's finest vendors—the industry's greatest values. All Victor products are sold exclusively by authorized Victor Distributors. Contact your nearest Distributor.

## VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue Chicago 39, Illinois

*Manufacturers of the famous line of TOPPER vendors*

# Wooing Public Continues Big Selling Need

CHICAGO, Sept. 20.—The job of selling cigarettes, or any other merchandise, thru mechines, is just begun with the placing of the vending equipment, accordi.g to a group of experts attending the NAMA convention at tha Palmer House.

Point - of - sales merchandising efforts must be made part of a continuing program, if the potential is ever to be approached. Alex Kiriakidce Jr., Atlas Distributing Company, Greenville, S. C., said that it had been possible for his firm to increase cigarette sales 750 packs per montb for each machine thru a vigocous sales pccogram.

Kiriakides warned that operators could not afford to run the risk of losing a good, or top, location since it would take three or mors lesser stations to fill in the gap. He also said that good equipment should be used, with old units being disposed of in some manner other than selling them as used equipment.

**Nixes Free Matches**

Prime locations could be secured, he said, by contscting builders in advance of the actual erection of principal structures. Savings are possible by eliminating the inclusion of book matches, except where there is a tie-in, such as has, with an ad agency, or some other group that will assume the cost of the product in return for the advertising value.

Kiriakides is all in favor of the use of decals, or any other sales stimulants supplied by product houses so long as they tend to build volume.

Robert Kyle, American Chicle Company, Long Island City, N Y. said the proper packaging, proper lighting and proper display in machine windows, considerably heightened the appeal of the product and so helped stimulate sales. He urged operetors to make their pcoblems known to supplierz who, in turn, could secure the aid of the manufaeturers.

Oscar Bregman, Keystone Vending Company, Philadelphia, outlined the big job ahead in stimulating sales after the machines were placed on loration.

# Wilson Back To Mutoscope

CHICAGO, Sept. 20—International Mutoscope Corporation, producers of photo, book and card vending machines, announced this week that Ken Wilson had been appointed to handle sales for the photo vender in all of the Middle Western States

Wilson has formed Kenneth C. Wilson, Ltd., with headquarters in Chicago, and announced that he would confine his sales activities to the photo vender. A pioneer in this field, Wilson was associated with Mutoscope for 17 years prior to 1944 when he went into other lines. Most recently Wilson was salce manager for Miniature Train Company, Rensselaer, Ind.


**GET READY FOR KING SIZE!**

EZ Convert your older equipment to King Size with completely new cigarette magazines capable of holding regular or King Size in each and EVERY column. Now available for the following types of machines:

**DuGRENIER S, V, VD, W & WD; U-NEED-A-PAK 6, 8 & 9 'A' & 'E' Models NATIONAL 9-30 & 9-50**

EZ We have kits to convert any DuGrenier Champion that is now partially King Size to ALL King Size. Thanks to all who visited us at the N.A.M.A. Convention. We certainly appreciate your wonderful reception of our products, and assure you that we'll fill your orders promptly and satisfactorily.

**BE READY FOR ANY COMING EMERGENCY!**

For further information contact

**CENTRAL VENOING MACHINE SERVICE COMPANY**

2967 Parrish Philadelphia 4, Pa.

Phone: EV 6-4344 or BA 2-8718



YOUR TICKET TO **SALES RESULTS—** THE ADVERTISING COLUMNS OF **THE BILLBOARD!**


# 10 Firms Vie For Sirup Sales at Show

CHICAGO, Sept. 20—A small army of sirup suppliers were represented at the NAMA show here this week Without exception representatives of the 10 companies exhibiting reported that their firms were registering gains in the vending field and predicted that the volume of sirup used in automatic merchandising would increase in rapid fashion.

Concerns with a national reputation are right in the thick of the battle to consolidate their gains and to expand the use of their sirups. Pepsi-Cola had a heavy representation, headed by Don Kendall and Paul Littla. Little, recently appointed head of Pepsi's vending sales, said that an all-out effort was under way to increase the use of their sirup.

Carl Boyle, Royal Crown-Cola, reported the show as the biggest and best for his firm. Royal Crown recently added a separate cup vending department and will shortly add a cup vending field service, Boyle said.

**New Chocolate Sirup**

Offered at the show for the first time was a new chocolate drink, created by the Sero Sirup Company. George T. Herald said the new drink could be dispensed either hot or cold

John F. Gorski Jr., of Charles E. Hires Company, said that the sale of his firm's root beer product for vending purposes had increased its operator list by 300 per cent and its total sales by 200 per cent in the past year. The variance between the outlet and sales gain figures reflected the fact that many small operators had joined the ranks of its customers, he said.

S. Mycon Newmeyer utilized the show to introduce Sparkoffee, a division of Airline Food Corpoeetion, to the vending trade for the first time. Concentrates of the carbonated coffee beverage are available. For many years the product was handled only by Macy's New York department store.

Also exhibiting were Cora-Cola, Dad's Root Beer, Hutry-Peck, Nehi Corporetion and Orange Crush

# Higher Cig Tax

● *Continued from page 82*

consumption of cigarettes, Parkinson also asserted. In the 41 States which have a tax on cigarettes, per-capita consumption is lower than in the seven States which do not have such a levy.

To illustrate this point, Parkinson reviewed developments in West Virginia, wher the tax was increased, and in South Carolina, where a decrease in tax was e[illegible]

**Tax Rates**

"Last year," he said, "West Virginia increased its cigarette tax rate from 1 to 4 cents a package, an increase of 300 per cent. If the consumption of cigarettes in West Virginia remained static, following the increase of the tax, State revenue from cigarettes should have increased 300 per cent. But it didn't. The actual increase was 233.5 per cent. So the wholesalers and retailers in West Virginia suffered a loss of 21.8 per cent in sales volume or 55,600,000 packages of cigarettes

"Conversely," he continued, "the State of South Carolina reduced its cigarette tax rate from 5 to 3 cents, a 40 per cent reduction. Revenue dropped 25.9 per cent. But revenue was collected on 34,900,000 more packs than during the previous year at the higher rate, representing an increase of 23.4 per cent in volume to wholesalers and retailers."

Parkinson suggested cigarette vending companies work closely with the tobacco tax council, organize committees to oppose any further increase in cigarette taxes and keep informed as to how they affect sales volume.

NEW YORK, Sept. 20—American Chicle Company has brought suit against Topps Chewing Gum, Inc., and Bio-Gum Laboratories, Inc., charging the firms' "Clor-Add" name and package so closely resemble American Chicle's "Clorets" that confusion has resulted.

The suit, filed in Federal Court in Brooklyn, seeks an injunction and an accounting against Topps and Bio-Gum.

# Looking to Tomorrow

● *Continued from page 82*

grossing from $350 million to $450 million a year, or 0.8 per sales.

The war checked this growth and held back the development cent of the nation's total retail of vending, Houston pointed out. By 1946 over half a billion dollars in goods and services were being vended but this came to only 0.5 per cent of total retail sales, he said.

"This year," he asserted, "vending should gross about $1,250,000,000, or better than 0.8 per cent of the U. S. total. During the past five to six years we have more than doubled our volume, while that of retailing as a whole has gone up only 50 per cent."

**Inflation Factor**

Inflation will be a governing factor on the continued growth of the industry, Houston said, but the industry is far better equipped to deal with inflation than it was five years ago.

Major reasons for past and future growth, Houston said, were the manufacturers' continuous research and determination to open new markets; operators' trend toward diversification, and the rising, costs of conventional types of selling.

"Vending is, and always will be, a supplemental form of selling," Houston said, "one that is virtually non-competitive with other forms since we take over when and where the others become too expensive to be practical.

"More and more types of retailing are turning to self-service in an effort to combat this trend. Their next and most logical step is to make certain departments, such as tobacco, candy, soda fountains and packaged drugs and sundries wholly automatic."

"Some day," Houston predicted, "we will break into the take-home market. In fact, we are already probing it with ire, milk, ice cream and a few automatic gift shops in terminals. Wherever the primary appeal to customers is convenienre or speed of service, vending is the logical answer—and certainly this includes after-hour and supplemental rush-hour servire in such spots as shopping centers, supermarkets and drug stores."

# NAMA Leader

● *Continued from page 82*

president said: "If you don't know what your customers want, you will have to make it your business to find out. In a new field, a great deal of merchandising 'know-how' must come from experimentation, from trial and error."

Goldman declared manufaeturers "have done a good job in the merchandising aspects of their machines. Their equipment is generally attractive and is becoming so increasingly uniform in opereting characteristics that the public is better informed how to use them."

In addition to salesmanship and merchandising, Goldman stressed that "operators are going to have to become more expert in their ability to secure and analyze and understand financial and statistical information relating to their business. The balance sheet and the P & L statement are historical in the sense that they record what has happened But that history is being written every day by the decisions you are called upon to make."

**Working Relations**

"Employer - employee relations have become a real factor in the success of vending machine operations Goldman pointed out, since most vending machine operations now have employees. Selecting, training and holding the people needed to run the operation is an increasing problem, in operating, he said.

Goldman concluded by telling the convention gathering that the industry had done a great deal to clear up public misconception concerning automatic merchandising But, he added, the industry had not evoked as good a name as it should. The service, which the industry performs, has to be expressed upon the public in education management, Goldman asserted, and then operators will be "on the way to becoming specialists in autometie merchandising."

# See Expansion

● *Continued from page 82*

Greene said Of an estimated 450,000 cigarette machines placed in this country, Rowe operates only 32,000 in some 33 localities The growth of the firm was gradual, with the parent company taking over operetions in major centers because of timidness on the part of investors, the desire of incumbent operators to retire and deaths that left solid operations without adequate management.

Stating that competition was necessary to the development of any business, Greene said that Rowe encouraged operetors to the extent that his company was competing with its own produets in all localities.

Rowe continued its experimentation after the last war by building a refrigerated sandwich machine, Greene Said. While the unit normally offers only low profit, it is a good leader and adjunct to drink machines, he said.

# Spacarb Mirrors Now Glow in Dark

RIVERSIDE, Conn., Sept. 20—Successful mirrorizing of Cocor CR-39 plastic sheet with aluminum under high vacuum, is announced by the manufacturer, Cast Optics Corporstion, of this city The first application is in the mirror of the cold and hot drink dispenser produced by Spacarb Inc., of Stamford, Conn

Since the vender's operating instructions and trade mark are deeply engraved into the back of the mirror and filled with colored pigments that glow in the dark, the Spacarb unit becomes available for night and day service.

Cocor CR-39 plastic sheet was chosen as a mirror material because it is said to have a strong resistance to abrasion, heat and chemical solvents, and because of its crystal-like clarity and ability to pipe light.

**$25 DOWN**

**Balance $10 Monthly**

**ALL WEATHER SCALE**

**COMPLETE CABINET AND BASE. CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS**

**WRITE FOR PRICES**

Invented and Made Only by

**WATLING**

**Manufacturing Company**

4650 W. Fulton St. Chicago 44, Ill.

Est 1909 — Telephone: Columbus 1-2772

Cable Address, WATLINGITE, Chicago



**ATTENTION: VENDING MACHINE OPERATORS!!!**

Now available in any quantity—4 or more—Victor's Half-Cabinet, Topper Deluxe; Glam Globe, Topper Deluxe; Baby Grands Vending 2 for 1c Chicle Treats and Chloro Treats; also going great—our Baby Grand Vending 2 for 5c Chlcro Treats. Topper Deluxe at $14.20 per unit; Baby Grands at $13.00 per unit. Suggestion: Try one case of four Topper Deluxe filled with our best pack of gum and charms ready to set on location—at $18.20 per unit. Your gross, approx. $12.00 per unit when empty. We also carry a complete line of Victor parts. Send one-third deposit with orders, balance C.D.D. Prices F.D.B. Dallas.

TEXAS' EXCLUSIVE DISTRIBUTOR FOR VICTOR VENDING CORPORATION

**GRAFF VENDING SUPPLY CO.**

2841 WEST DAVIS STREET - DALLAS, TEXAS



**5c BABY GRAND & JORDANETTES**

(Candy coated Tiny Almonds assorted flavors and colors)

**JORDANETTES 30 LB. CS**

**75c lb.**

(350 Count)

**HOLDS 5# EMPTY MACHINE**

**GROSS APPROX. $12.50**

**Baby Grands also for Chlore Treats, $13.00 per unit—$12.00 hundred lots**

**STANDARD SPECIALTY CO.**

8115 E. 14TH ST. OAKLAND 1, CALIF.



*Miniature Vending*

**PLAYING CARDS**

(With Silver—They Do Not Fall Apart)

**$6.50 per M—Assembled**

**$4.95 per M—Unassembled**

Freight prepaid in full on all orders accompanied with full payment. Write for FREE SAMPLES of other terrific new items.

**OHIO GUM CO.**

P. O. BOX 3621 CLEVELAND 19, OHIO

SMOKESHOP "612"
PACK CAPACITY

The NATION'S FINEST CIGARETTE VENDOR

Tear Out and Mail This Ad for Details

AUTOMATIC PRODUCTS CO.
450-8 West 57th St., New York 19, N.Y.
Plaza 7-3123


# Tux Co. Debuts Hanky Vender At NAMA Show

CHICAGO, Sept. 20.—A pilot model of a quarter, men's handkerchief vending machine was displayed for the first time at the National Automatic Merchandising Association's convention here by the Tux Handkerchief and Vending Machines Company of Rock Island, Ill.

Elroy Gellerman, sales manager, said the model was made by another firm and would be in production shortly. Its price was listed at the convention as $99.50 f.o.b. Rock Island but Gellerman described this as a "suggested price" and said it would be scaled downward by some $10 to $20.

The cabinet of the machine is a green hammeriold finish with the word "Tux" at the top in raised gold letters. It is 7 inches wide, 6 inches deep and 24 inches high and weighs 16 pounds.

The handkerchiefs, sealed in cellophane, were listed at $19.80 per gross. Gellerman said the machines would be shipped complete with a full load of five dozen handkerchiefs.

The machines are equipped with national slug ejectors and a window lo display the product will be added before production starts.


READY FOR DELIVERY NOW!

1c or 5c
ACORN
ALL-PUAPOSE
GULR MERCHANDISER
Featuring the new
Silver Streak
BRUSH HOUSING

Empire
COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.



ORDER YOUR KING SIZE CONVERSIONS NOW!

We have King Size conversions for all ROWE, DU GROHIOR, U-NEEU-A-PAK AHD NATIONAL machines. Prices vary, or please advise your requirements and we'll seeke immediate delivery at lowest possible price.

SPECIAL!
ROWE TAB GUM, 5 Cols., 1c, 400 Cap. ..... $17.50
Mounting Bracket $1.50 Extra

Silver Quarter Operation; King Size Ind.
Nare are the most sensational buys at factory overhauled and rebuilt cigarette machines ever offered!

Rowe Imperial, 8 Cols., 240 Pack Cap
Special $85.00.

Rowe Royal 8 Cols., 256 Pks. Of 10 Cols., 400 Pks.
$95.00

Our Points Are VENDORIZED Prevents Peeling, Flaking & Sorting.

SPECIALS ON CANDY MACHINES
Dub. Candyman, 72 Cap., Without Base ..... $ 57.50
Dub. Candyman With Base ..... 65.00
National 9-10, 162 Cap. ..... 115.00

All Equipment Unconditionally Guaranteed Trade Pricer 1/3 Dep. Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N. Y. • EVergreen 7-4558



From LITTLE ACORNS mighty INCOMES grow!

Precision-Built for PROFITS!

ACORN
The only completely die-cast aluminum, precision built
ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clasps only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c use Aluminum slides, interchangeable no screws!

NEW! IMPROVED!
SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK Manufacturing Co., Inc.
1111 Knightsbridge Ave., Culver City, Calif.

East & Midwest: M. J. Abelson Gen. Sales Mgr. 2020 Fifth Ave. Pittsburgh Phone: AT 1-6478

Pacific Coast Distributor: OPERATORS VENDING MACHINE SUPPLY 1022 S. Grand Ave. Los Angeles

Victor's Topper Deluxe
HALF CABINET STYLE SHOWN
Also available with glass globe
$14.20 EACH (cases of four)
(Minimum Order)
$13.20 EACH (100 or more)
We have lowest prices on gum and charms
H. B. HUTCHINSON JR.
850 NORTH AVE., N. E. ATLANTA 6, GA.
Tel.: Emerson 4300


# THE BILLBOARD Index of Advertised Used Machine Prices

## • Vending Machines

**Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.**

| | Issue of Sept. 20 | | Issue of Sept. 13 | | Issue of Sept. 6 | | Issue of August 30 | |
|---|---|---|---|---|---|---|---|---|
| Ajax Electric (8 col.) | | | | | | | | |
| Ajax Wrigley Gum R Life Savers (2 col.) | | | $19 00 | | | | | |
| Asco Hot Nut, 5c | | | 14 00 | | | | | |
| Atlas Bantam | | | 9 95 | | | | | |
| Barrel 1c (5 col.) | | | 19 50 | | | | | |
| Cebco Hot Nut, 5c (2 col.) | | | 19 00 | | | | | |
| Cigaromat (5 col.) | | | 64 00 | | | | 69 00 | |
| Cigaromat (6 col.) | | | 84 00 | | | | 84 00 | |
| Columbus Ball Gum, 1c | | | 5 95 | | | | | |
| Columbus Model M, 1c or 5c | | | 8.50 | | | | | |
| DuGrenier Candyman | $57.50 | 62.50 | 57.50 | 62.50 | 57.50 | 62.50 | 57.50 | |
| DuGrenier Challenger 5c (5 col.) | | 22 50 | | 22.50 | | 22.50 | | 22.50 |
| DuGrenier Champion (11 col.) | | 125 00 | 57.50 | 99 50 | 97.50 | 125 00 | 57.50 | 125 00 |
| Eastern Electric C-8 | 189.50 | | 189 50 | | 189.50 | | 185 00 | 189.50 |
| Electro (10 col.) | | | 225 00 | | | | | |
| Erasure 1c | | 6 95 | | 6 95 | | 6.95 | | 6 95 |
| Fast Ease (Exhibit) | | 85 00 | | 85 00 | | | | |
| Fast Vibrator | | 119.50 | 95.00 | 119.50 | | 119.50 | | 119.50 |
| Hawkeye, 1c | | | | 18.50 | | | | |
| Half for Wrigley Gum (8 col.) | | | | 12 95 | | | | |
| Ice Cream Bar or Cup | | | | 450 00 | | 450 00 | | 450 00 |
| Kenney (9 col.) Elec | | | | | | | | 485 00 |
| Kwik Stick Shim Machine | | 58.50 | | 58 50 | | 58.50 | | 54.50 |
| Klevers Vender 5c (2 col.) | | | | 27.50 | | 27.50 | | 27.50 |
| Lobby PX (9 col.) | | | | | | 125 00 | | |
| Marion Scale | | 99 50 | | 89 50 | | 89 50 | | 39.50 |
| Master 5c | | 7 45 | | 7 45 | | 7.45 | | 7.45 |
| Mills Candy Vendor (5 col.) | | 65 00 | | 65 00 | | 65.00 | | |
| Mills Penny Personal Lobby | | | | 50 00 | | 50 00 | | 50 00 |
| Minut Pop | | 195 00 | | 145 00 | | 145 00 | | 145.00 |
| Motoscope Card Vendor | | 39.50 | | 39.50 | | 39 50 | | |
| National 9-10 | | 115.00 | | 115 00 | | 115.00 | | |
| National Electric Cigarette Vendor | | | | | | | | 125 00 |
| National 9 6 Electric | | 199.50 | | 195.50 | | | | |
| National 750 | | | | | | | | 95 00 |
| National 930 | 99.50 | 130 00 | | 130 00 | | 130 00 | 95.00 | 95 50 |
| | | | | | | | | 130 00 |
| National 950 | 119.50 | 145 00 | | 145 00 | 125 00 | 145 00 | | 145 00 |
| Northwestern 33 Ball Gum | | 7.50 | 7 45 | 7.50 | | 7.50 | 7.45 | 7.50 |
| Northwestern 59, 1c | | | | 8.50 | | | | |
| Northwestern Deluxe 1c and 5c | | 13 95 | | 13 95 | | 13 95 | | 15 95 |
| Northwestern Stamp | | 69 00 | | 69 00 | | 69 00 | | 69 00 |
| Northwestern Roll Type Postage Stamp, 1c & 5c | | | | 99.50 | | | | |
| Northwestern Standard, 1c or 5c | | | | 7.50 | | | | |
| Northwestern Tri Selector, 1c-5c (3 col.) | | | | 17.50 | | | | |
| Pop Corn Sni | 59.50 | 69 50 | 59 00 | 69.50 | 39.00 | 69 00 | 59.00 | 69 50 |
| Postage Stamp Vendor (4 col.) | | 18 00 | | 18 00 | | 18.00 | | |
| Robbins 2 in 1 (2 col.) | | | | 9 95 | | | | |
| Rock-Ola Lobby Scale | | | | | | 80 00 | | 80 00 |
| Rowe Candy (8 col.) | | | | | | | | 75 00 |
| Rowe Crusader (10 col.) | | 155 00 | | 155 00 | | 155 00 | | 155 00 |
| Rowe Imperial (6 col.) | | | | 95 00 | | | | |
| Rowe Imperial (8 col.) | | 95 00 | | | | | | |
| Rowe President (10 col.) | | 155 00 | | 155 00 | | 155 00 | | 155 00 |
| Rowe Royal (8 col.) | 95 00 | 150 00 | 95 00 | 130 00 | 95 00 | 130 00 | 95 00 | 130 00 |
| Rowe Royal (10 col.) | 95 00 | 100 00 | 95 00 | 140 00 | | 100 00 | 95 00 | 100 00 |
| Rowe Stick Gum (5 col.) | | | | 9 95 | | | | |
| Shipman Stamp Vendor (2 col.) | | 18 00 | | 18 00 | | 18 00 | | |
| Silver Ball Gum, 1c | | | | 8.50 | | | | |
| Silver King, 1c or 5c | | 7 45 | 8.50 | 7 45 | | | | |
| Silver King Hunter | | 22 50 | | 22.50 | | | | 22.50 |
| Siros Brush-Up | | 50 00 | | 50 00 | | 50 00 | | 50 00 |
| Smokeshop Custom 618 | | | | 195 50 | | | | |
| Snacks, 1c (3 col.) | | | | 18 50 | | | | |
| Snacks Wrigley Gum (1 col.) | | | | 6 95 | | | | |
| Stewart-McGuire (9 col.) | | | | 85 00 | | | | |
| Uneeda Model B (6 col.) | | | | 85 00 | | | | |
| Uneeda Model E (12 col.) | | | | | | | | 85 00 |
| Uneeda Model L (15 col.) | | | | | | | | 95 00 |
| Uneeda (9 col.) Model 500 | | | | | | | | 110 00 |
| Uneeda (15 col.) Model 500 | | | | | | | | 115 00 |
| Uneeda Monarch (9 col.) | | | | | | | | 110 00 |
| Uneeda Monarch (12 col.) | | | | | | | | 135.00 |
| Uneeda Monarch King Size 25c | | 89.50 | | | | | | 79.50 |
| Uneeda Monarch 500 (7 col.) | | | | | | 130.00 | | 85.00 |
| Uneeda Pak, Model 500 (2 col.) | | 130 00 | | 130 00 | | | | 130 00 |
| U Pop-It | | 195 00 | | 195 00 | | 195 00 | | 195 00 |
| U Select-It | | 99 50 | | 49 50(2) | | 95.50 | | 99.50 |
| Variety Shop, 1c (5 col.) | | | | 14 50 | | | | |
| Yo-Chu Ball Gum, 1c | | | | 3 95 | | | | |

# NAMA CREDITS AID OF FOX, MILL, SCHREIBER

CHICAGO, Sept. 20.—Ernest H. Fox, chairman, John Mill, in charge of space sales, and Dick Schreiber, program chairman, were honored at the Wednesday morning (17) NAMA business session for the part they played in staging "the most successful annual meeting in the history of the National Automatic Merchandising Association."

President Aaron Goldmen did the honors, presenting Fox with a traveling bag and Mill and Schreiber with brief cases.

# Chlorophyll Ball Gum Machine Shown at NAMA

CHICAGO, Sept. 20.—A new 1-cent tray, chlorophyll gum vender was shown by the Atlas Manufacturing and Sales Corp., at the NAMA convention.

W. A. Jenkins, president of Atlas, said the vender has a 2¼ pound capacity with a 210 count to the pound. The price was not disclosed.

Metal parts, including the tray and base, are finished in chrome and the ball gum is displayed in an all-glass container.


SCALES

"PRICES REDUCED $125.00 CUT TO $89.95"

Price $89.95. Down Payment $14.95. Balance $5.00 per month for 17 months. Or if you prefer to send cash with your order, you may deduct 5% or $4.50 from the list price, making the cash price only $85.45. On sales in Georgia or South Carolina, it is necessary to add Sales Tax to scale prices.

All prices are f.o.b. Soperton and we will ship to you by express or freight.

A Scale crated weighs 700 pounds.

Get in touch with us for a Scale Deal.

MANUFACTURED BY
SPARKS SPECIALTY COMPANY
PHONE 33 SOPERTON, GEORGIA



NEWER CHARMS
from the World's LARGEST MANUFACTURER of CHARMS

Playing Cards, Silver Tipped Bullets, New Cameos, Comedones, Photos, Locates, Photo and Jewel Rings

Ours is the finest and most complete Rer in the country. Immediate delivery! Send 35c for complete samples for low, low, low Prices.

PENNY KING CO.
2538 Mission Street
Pittsburgh 3, Penna



VICTOR
1c—BABY GRAND—5c
$13.00 each 4 to case
$12.00 each 100 or more
$15.95 each Sample filled with gum

VENDS Chiara Treats, Chicle Treats, 8 for 1¢. Large Chiara Treats, 5 for 5¢.

WRITE FOR Lowest prices on Ball Gum, Gum Vendors and all merchandise for vending operations.

Now Stocked in Kansas City.

Victor Topper Deluxe Half Cabinet ..... $14.20
Victor Topper Deluxe with glass globe ..... 14.20

Bernard K. Bitterman
4709 E. 27, Kansas City 1, Mo.

BABY GRANDS
• Sold on liberal weekly payments •
Write for details to
ROY TORR—LANSDOWNE, PA.

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

ZALOOM'S PISTACHIO NUTS

JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

8 JAY STREET NEW YORK 13, N. Y.

BEekman 3-7646



THANK YOU

for the tremendous response to our new line shown at the

BULK VENDORS CONVENTION

•

For those of you who missed our showing, write for samples and price list.

Karl Guggenheim INC

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8373

Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 761
2180 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to VEND for
☐ 1 year $4 ☐ 2 years $6 ☐ 5 years $7.50
☐ Payment enclosed ☐ Please bill me

Name .....

Address .....

City ..... Zone.... State....

Occupation .....


# Panel Shows How Venders Serve Stops

CHICAGO, Sept. 20.—How vending machines serve industry, retail outlets and high-volume locations was the subject of a panel discussion Monday (15) at the NAMA convention.

Participating in the panel were Otha T. Coburn, Coburn Vending Service, Fort Worth; John Skaggs, Greyhound Post Houses, Inc., Chicago, Hugh Putnam, Ideal Dispenser Company, Bloomington, Ill., and Frank Finneran, Union News Company, New York.

Coburn, who opened the discussion, operates a catering and vending service exclusively in Consolidated-Vultee Aircraft facilities. He explained how his catering company started in vending in 1949 to offer economical and efficient service around the clock.

To serve the 26,000 people employed in the Consolidated plants, Coburn has 160 cendy, 55 beverage and 50 cigarette vending machines which his men service with 15 motor scooters.

Skaggs outlined the benefits venders provide for newsstands and restaurants. His Greyhound Post Houses annually serve some 50,000,000 people who "want prompt service without waiting." Greyhound uses operator-owned vending machines to free funds for other purposes, to provide fast service, to eliminate pilferage and to free employees for more profitable work.

At present, Skaggs told the convention, Greyhound vendere are selling cigarettes, ice cream, stamps, books, gum, insurance, nuts, bobby pins and a variety of other merchandise. His outlets now need a practical periodical (magazine) vending machine, he said, to round out the service.

Putnam showed how the placement of milk vending machines in industrial plants provides plus sales for national milk brends without detrecting from cafeteria volume. Instead of taking sales away from the cafeteria, Skaggs declared, vending machines actually increase sales.

Finneran outlined the uses of of vendere in high-volume transportation centers. "It is a common misconception" he said, "that all railroad stations are high-volume outlets. Sucb is not the case."

In the commutar station, Finneran pointed out, it is impossible to sell the man or woman on the way to work anything more than a newspaper or perhaps a package of cigarettes. But commutere on their way home from work, and waiting for a train, are a natural market for such products as bevereges.

Union News competes with itself, Finneran said, because its stands and venders both handle some of the same products. "But the fountains (stands) do not want the 5 and 10-cent drink customer," Finneran declared "they want the 35 and 40 cen customer."

# Hosp. Specialty Tampax Venders Debut in Chicago

CHICAGO, Sept. 20.—The Hospital Specialty Company, Cleveland, showed an improved Tampax vending machine during the NAMA show this week. L. E. Emsheimer, vice-president and treasurer, said his firm was already making deliveries on the new unit, latest in a complete line of sanitary venders produced by the Ohio firm.

The machine is housed in a cabinet finished in white enamel with chroma trim. It is 6½ inches wide, 25 inches high and 4½ inches deep and holds 25 Tampax. Cased shipping weight is approximately 16 pounds.

# Coldrinx Launches 3 Conversion Kits

CHICAGO, Sept. 20.—Coldrinx, New York, offered three new conversion units, designed for changing over the Lyons, Westinghouse and Mills one-drink units into three flavor cup dispensers, at the NAMA Show here this week. The company previously manufactured and sold conversion units for the Drink-O-Mat and Snead machines.

NORTHWESTERN MODEL 49 $17.35 EA.

1c or 5c Both or 1c Bell 8mm. Specify when ordering.

NORTHWESTERN TAB GUM VENDOR $25.95 EA.

FOR THE MOST COMPLETE LINE

Send for Your FREE Copy of RAKE'S NEW 1952 CATALOG TODAY!

A guide to efficient and economical operation of coin operated machines

Rake COIN MACHINE EXCHANGE

PHILA. 23, PA. LOMBARD 3-2676

Distributors of Coin-Operated Machines and Supplies



FALL SPECIALS

New Machines

| | |
|---|---|
| Silver King, 1c or 5c | $135.95 |
| Acorn, 1c or 5c | 14.75 |
| Challengers | 85.00 |
| Shipman Postage Stamp Mach., 3 Col. | 37.50 |
| Hunters | 45.00 |

Write for Quantity Prices

Reconditioned Machines

Priced for Quick Sale

| | |
|---|---|
| Silver Kings, 1c or 5c | $ 7.95 |
| Acorn, 1c or 5c | 8.95 |
| Advance Model D | 6.95 |
| Chinmbos, 1c or 5c | 7.95 |
| Northwestern DeLuxe, 1c and 5c Comb. | 19.95 |
| Northwestern 80 | 7.95 |
| Hunters | 22.50 |
| Challengers | 19.50 |

1/3 Dep. With Order, Bal. C.O.D. To avoid C.O.D. charges remit in full. All machines shipped F.O.B. N. Y.

CAMEO VENDING SERVICE

432 W. 42nd St., New York 18, N. Y. LOngacre 3-1334



IN STOCK VICTOR'S New BABY GRAND CHICLE TREETS VENDOR also

• UMBO 100 •

ORDER TODAY

VEEDCO SALES CO.

2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1446



BIG PROFITS

VENDING MACHINE OPERATORS Punch Boards, Tickets, Push Cards

WRITE FOR FREE SAMPLE TASTEST AND BEST DEAL ON THE MARKET

Exclusive Territory

HArrison 7-2971

BENMAR SALES CO.

653 Plymouth Ct. Chicago 5, Ill.



CANADIAN OPERATORS!

We are the Canadian distributors for

OAK'E ACORN VENDOR

The finest in the vending industry

LEAF BALL GUM

The latest and newest in all types of charms. Contact the nearest office for immediate deliveries!

INTERNATIONAL VENDING CO., LTD

946 Gerrard St East Toronto, Ont. Hardware 8179

581 Gladstone Ottawa, Ont. Ottawa 3-3755


# Continue Quest For More Good Servicemen

CHICAGO, Sept 20.—Warning that the acceptance of vending machines by the public, automatically led to the expectation that all machines would work at all times, Gael Sullivan of the Rowe Manufacturing Company, New York, urged the training of more good mechanics as an aid to the continued growth of the industry.

Since the training program can be both lengthy and expensive, and because the inss of a single good man means an additional heavy investment, the accomplished repairman should be paid "all he is worth—and then a little more," Sullivan told NAMA members attending the business session at the Palmer House Tuesday.

With five years experience as a Rowe field man behind him, Sullivan said that he sought men with mechanical ability, a reasonable mechanical background and with a proficiency in the use of hand tools when in need of additional personnel. Prospects are secured thru the use of classified ads. He said that men with a background in redio and refrigerator repair work usually were admirably equipped for work in the vending field.

### Schooling Method

As for a preferred schooling method, Sullivan said that the student repairman should be taught first to disassemble and to assemble all equipment. To be proficient the repairman should have a thoro knowledge of machine opereting sequences, he said.

Sullivan pointed out that the operator faced with the job of schooling new personnal should provide: 1) An adequate, tho not elaborete, shop with all of the necessary tools; 2) stock a reasonable amount of spare parts; 3) see to it that the mechanic keeps a complete file of instruction manuals such as are provided by all manufacturers; 4) offer periodic encouregement to the mechanic; 5) see that the mechanic is available to talk to manufacturer's representatives and field men; 6) make it possible for him to attend schools to acquire additional technical knowledge, and 7) bring him to NAMA conventions so that he will have an opportunity to study all makes and models, refinements and improvements, and obtain the answere to any questions that he might have.

With the job of developing a good man almost endless, Sullivan said that it was a wise investment to pay him something more than the figure that would be settled on as his actual worth.

Berton Steir, Automatic Merchandising Corporetion, Medford Mass., who was to have shared this topic with Sullivan, was absent, being on his honeymoon.

# Coffee Suppliers Brew Up Interest In Vending Field

CHICAGO, Sept. 20.—The growth of coffee vending was pointed up at the NAMA show by the increased perticipetion of the makers of soluble coffees. Last year only one manufacturer, the Maxwell House division of the General Foods Corporation, exhibited. This year four manufacturere occupied booths.

All coffee exhibitors reported brisk interest and predicted continued rapid expansion in the vending of the beverage with the potential virtually inestimable.

Altho catering to the coffee vending field for only 16 months, L. C. (Lou) Poweli, American Home Foods, Inc., suppliers of G. Washington Coffee, said that use of his product was extensive. George Harrison, the Harrison Company; Robert Covin, Schroeder Products, and C. R. Duke, Maxwell House, all reported rapid gains.

The Dean Milk Company and the M&R Diatectic Laboratories exhibited soluable creams. M&R introduced Kaf-E-Kreme, an instantly soluble cream powder, but it is designed primarily for use with urns.


AN OPEN LETTER...

Dear Friends

Thank You "Officers and Directors" of the National Association of Bulk Vendors for a year of work and achievements, par excellent.

Thank You "Ted Raynor" for being such a gol-darn fine lawyer-man. The things you have accomplished will be a permanent boon and boom to our industry.

Thank You "Members" for nearly perfect attendance at the Convention. What was a pleasure to see was the friendliness and cooperation that prevailed . . . and the enthusiasm.

Thank You . . . "Friends" for coming to our rooms to see our "New Charms" . . . and for the fine orders you placed. Never before did we receive so many and such fine orders. We are working day and night around the clock, to fill them.

We are in a fine industry . . . and we have a wonderful Association.

Sincerely yours,

Samuel Eppy
George Eppy

P.S: To those who missed the NABV Convention: You missed a lot. Too much. It's a bit early, but you should think about attending next year. In the meantime JOIN the NATIONAL ASSOCIATION of BULK VENDORS. It's YOUR ASSOCIATION for YOUR BENEFITS

SAMUEL EPPY & CO., INC.
91-15 144th Place Jamaica 3, N. Y.



WHAT ARE you VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume. Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Want more information? Write today to

J. SCHOENBACH

Factory Distributor OF Advance Vending Machines

1645 Bedford Ave., B'klyn, 25, N.Y.

PResident 2-2700



BABY GRAND, 1c or 5c

$13.00 ea. Packed 4 in the Case

•

$12.00 ea. in Lots of 100

VENDS THE PELLOWING MERCHANDISE

Chicle Treets, 5 for 1c, count 200 to lb.
Chlorophyll Treets, 2 for 1c, count 336 to lb.
Chlorophyll Treets, 5 for 5c, count 336 to lb.
Chlorophyll Ball Gum, 1 for 1c, count 512 to lb.

WE SELL THE ABOVE AT LOWEST MARKET PRICE

1/3 Dep., Bal. C.O.D.

CHAMPION NUT CO.

1194 Tremont St. Boston, Mass.

We are roasters and salters of Nut Meats

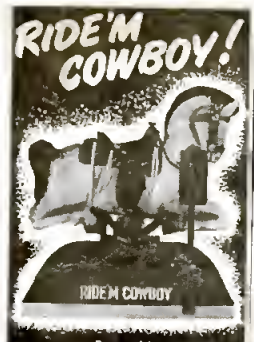
- Spanish Peanuts
- Jumbo Peanuts
- Cashew Nuts
- Mixed Nuts
- Pistachio Nuts
- Wrigley's Gum
- Spanish Seeds
- Red Skins
- Spanish
- Filberts
- Adams Gum
- Ball Gum
- Pan Candies
- Stands
- Brackets
- Scales
- Charms
- Globes
- Parts

Northwestern "49"

| | |
|---|---|
| 1-24 | $17.35 ea. |
| 25-99 | 17.15 ea. |
| 100 or more | 16.95 ea. |

NORTHWESTERN SALES & SERVICE

1194 TREMONT ST., BOSTON, MASS.




Designed by World Famous Manufacturer of Amusement Rides

The variable speed control allows the smallest tots to ride safely, should a larger child or teen-ager desire more action a gentle pull on the reins increases the motion to any desired speed. Our large factory and modern production methods allow us to sell at sensible prices. Write today for full information.

KING AMUSEMENT CO.
Mr. Clemens, Mich.

are . . .

YOU TIRED OF THE "UNKNOWN QUANTITY"?

Keep Your Eye on

KEENEY

COMING SOON
A TESTED AND PROVEN WINNER!



WANTED FOR CASH

Highest Prices Paid!

PHONOGRAPHS

WURLITZER 1015
WURLITZER 1150
WURLITZER 1250
WURLITZER 1400
A.M.I. MODEL "A"
A.M.I. MODEL "B"
A.M.I. MODEL "C"
SEEBURG M-100 A
ROCK-OLA 1428
ROCK-OLA 1432

LATE MODEL HIDEAWAYS

SEEBURG H-147M, Metal Cabinet
SEEBURG H-144M, Metal Cabinet
SEEBURG 100-M, Metal Cabinet
WURLITZER 1017 & 1017 A, Cobra Arm
WURLITZER 1017, Cobra Arm
A.M.I. MODEL "A," Metal Cabinet
A.M.I. MODEL "B," Metal Cabinet
A.M.I. MODEL "C," Metal Cabinet

ARCADE EQUIPMENT

EXHIBIT SIX-SHOOTER
EXHIBIT JET GUN
EXHIBIT GUN PATROL

NATIONAL
COIN MACHINE EXCHANGE
Phone: Buckingham 1-4444
1419-19 Diversey, Chicago 14, Illinois



GUARANTEED USED
BINGOS & ONE BALLS

Ready for Location at Lowest Prices

| | |
|---|---|
| BRIGHT LIGHT | $249.50 |
| BRIGHT SPOT | 349.50 |
| UNITED LEADER | 289.50 |
| SPOT-LITE | 349.50 |
| TURF KING | 149.50 |
| WINNER | 89.50 |
| CHAMPION | 74.50 |
| CITATION | 49.50 |

1/3 deposit with all orders.

SICKING, INC.
America's Oldest Distributor
Established 1895
1400 Central Pkwy., Cincinnati 14, Ohio
1312 N. Capitol Av., Indianapolis, Ind.



TV is ALL of SHOWBUSINESS

Only THE BILLBOARD covers ALL of SHOWBUSINESS


# THE BILLBOARD Index of Advertised Used Machine Prices

## • Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time or location, territory and other related factors.

| | Issue of Sept. 20 | Issue of Sept. 13 | Issue of Sept. 6 | Issue of August 30 |
|---|---|---|---|---|
| ABC (United) | $185 00<br>199 00(3)<br>225 00(2) | $195 00(3)<br>225 00(2) | $175 00<br>199 00(3)<br>225.00 (2) | $175 00<br>199 00(4)<br>225 00(2) |
| Advance-Roll (Genco) | | 39 00 | | 39 50 |
| Aline in Wonderland (Gottlieb) | 39.50 | 25 00 39 50 | 39 50 | 39 50 |
| Aquacade (United) | 49.50 79 50 | 49.50 79 50 | 49.50 79 50 99 50 | 58 50 |
| Arizona (UnNet) | 99.50 | 49 50 | 49 50 50 00 75 00 | 109.50 |
| Atlantic City (Bally) | 275 00 469 50<br>489.50 | 485 00 439 00 | | |
| Baby Face (United) | 49.50 | 49.50 | 49 50 | 49 50 |
| Banja (Exhibit) | | | | 49 50 |
| Bank-a-Ball (Gottlieb) | 99.50 | 37.50 39.50<br>99 50 | 49 50 | 80 00 199 50 |
| Basketball Champ (Chicago Coin) | 195 00 225 00<br>275 00 | 144 99 225 00<br>275 00 | 225 00 275 00 | 225 00 249 50<br>275 00 |
| Batting Practice | 49.50 75 00 | 99 00 | | |
| Be Guy (Exhibit) | 99 50 | 99 50 | 89.50 | 89.00 109.50 |
| Bimp-A-Ball | 49 50 | | | |
| Big Top (Genco) | 64.50 74 50 | 64 99 74.50 | 64 50 74 50 | 69 50 29 50 |
| Black Gold (Genco) | 59.50 74 50 | 89.50 74.50 | 99 50 74 50 | 39 50 29 50 |
| Blue Skies (United) | 80 50 | 80 00 | 40 00 | 25 00 99 00 |
| Bolero (United) | 275 00 300 00<br>325 00 330 00<br>534.50 350 00 | 275 00 300 00<br>325 00 530 00<br>339 00 350 00 | 275 00 300 00<br>325 00 330 00<br>339 50 350 00 | 300 00 315 00<br>325 00 340 00<br>350 00 |
| Bomber (Chicago Coin) | 80 00 | 80 00 | 50 00 | 80.00 |
| Boston (Williams) | 99 50 | 89 99 | 89 50 | 99 50 |
| Bowling Champ (Gottlieb) | 39 50 49.50<br>74 99 75 00 | 39 50 50 50<br>60 00 49 50<br>74 50 75 00 | 60 00(2) 64 50<br>74.50 75.00 | 50.00 60 00<br>69.50 75 00<br>29 50 |
| Bright Lights (Bally) | 195 00 239.50<br>294 50(2) | 239 50<br>349 50(2) | 225 50 349 50<br>274 50 279 99 | 349.50 169.50<br>274 50 275 00 |
| | 259.50 275 50<br>279 00<br>299 00(2)<br>295 00(2) | 250 00<br>290 00(2)<br>295 00(2)<br>300 00 | 290 00(2)<br>295 00(3)<br>100 00 365 00 | 995 00(3)<br>300 00 315 00<br>545 00 |
| Bright Spot (Bally) | 324.50 340.00<br>345 00<br>349 50(5)<br>365.00 275 00 | 324 00 540 00<br>549 50(2)<br>365 00(3)<br>369 00 375 00 | 325 00 339 50<br>540 00 349 00<br>349 50 355 00<br>365 00(2)<br>375 00 | 339 50 340 00<br>849 50 355.00<br>365 00(4) |
| Buccaneer (Gottlieb) | 99 50 64.50 | 50 50 64.50 | 50 00 99 50<br>75 00 | 50 00 69.50 |
| Buffalo Bill (Gottlieb) | 74 50 | 74 50 | 74.50 | 29.50 |
| Buttons and Bows (Gottlieb) | 74.50 | 80 00 74.50 | 74.50 | 79 50 |
| Camel Caroms (Genco) | 99.50 65 00<br>69 50 | 65 00 64.50 | 80.00 49 50 | 65 00 49.50 |
| Campus (Exhibit) | 99 50 99 50 | 00 00 49.50 | 94.50 49 50 | 85 00 99 50<br>109 50 |
| Canasta (Genco) | 85 00 50 50<br>49 50 | 39 99 50 00<br>99.50 | 50.00 49.50 | 45 00 50 00<br>109 50 |
| Carnival | 220 00 | 228 50 | 220 00 | 220 00 |
| Carolina (United) | | 50 50 | 50.00 | 50 00 |
| Catalina (Chicago Coin) | 25 00 29.50(2) | 25 00 49 50(2) | 75 00 29 50(2) | 25 00 39 50(2)<br>39 50 |
| Champion (Bally) | 60 00 74.50<br>85 00 99.50 | 47.50 49 50<br>74.50 85 00<br>49 50 | 74 00 75 00<br>85 00 49.50 | 00 50 60 00<br>74.50 75 00(2)<br>85 00 119 50 |
| Champion (Chicago Coin) | 49.50 29 00<br>29.50 | 69.50 70 00<br>29 50 | 64.50 70 00<br>29 50 | 49 50 75 00<br>89 50 |
| Cinderella (Gottlieb) | 99 50 | 99 50 | 39 50 | 69 50 |
| Circus | 15 00 | 15 00 | 15 00 | 15 00 |
| Citation (Bally) | 37 50 99 50<br>75 00 79.50 | 29.50 40 00<br>49 50 75 00<br>29 50 | 80 00 49 50<br>75 00 29 00 | 00 50 80 00<br>45 00 49.50<br>65 00 75 00<br>89 50 |
| College Daze (Gottlieb) | 58.50 89 50 | 99 50 | 99 50 50 00 | 49.50 |
| Coney Island (Bally) | 265 00 314 50<br>M5 00 349.50<br>365 00(2)<br>375 00 | 314 50 339 00<br>360 00<br>365 00(3)<br>375 00 | 349 50 360 00<br>365 00(3)<br>375 00(2) | 349 50 360 00<br>365 00(2)<br>375 00(2) |
| Control Tower (Williams) | | 120 00 | 180 00 | |
| County Fair (United) | 230 00 275 00 | 230 00 275 00 | 290 00 275 00 | 225 00 230 00<br>275 00 |
| Crazy Ball (Chicago Coin) | 99.50 | 29 50 | 29 50 | 99 50 |
| Cross Roads | 210 00 | 180 00 210 00 | 210 00 | |
| Dallas (Williams) | 39.50 99 50<br>74 50 | 99 50 74 50 | 49 50 74.50 | 99.50 79.50 |
| Da-time (Williams) | 89 50 | 99.50 | 49.50 | 75 00 109.50 |
| DeLuxe World Series (Williams) | 275 00 | 275 00 | 275 00 | 270 00 |
| Dew Wa-Ditty (Williams) | 59.50 | 25 00 39 50<br>185 00 | 99 00 | 39.50 |
| Domino | | | | 95 00 125 50 |
| Double Action (Genco) | | | | |
| Double Feature | | 115 50 | | |
| Double Shuffle (Gottlieb) | 89.50 00 00 | 60 00 64 50<br>49 50 80 00<br>99 50 | 60 50 89 50<br>00 00<br>49 50 100 00 | 60.00 99 50<br>00 00<br>110 00 |
| Dreamy (Williams) | 99 50 | | 199 00 | 100 00 |
| 8 Ball (Williams) | 190 00 | 165 00 190 00 | 99 50 | 180 00 |
| El Paso (Williams) | 49.50 | 25 00 32.50<br>49 50 | 49 50 | 49.50 |
| Fighting Irish (Chicago Coin) | 110 00 114 50 | 60 00 100 00<br>114.50 | 100 00 114 50 | 85 00 100 00<br>124.50 |
| Fighting Phils | 45 00 | | | |
| Five Star (Universal) | 129.50 159 50<br>135 00(2)<br>239.50 170 00<br>175 00 | 129 50<br>135 00(2)<br>149 50 159 50<br>170 00 175 00 | 135 00(2)<br>149 00 139 50<br>170 00 175 00 | 125 00<br>135 00(2)<br>180 00 144 50<br>159 00 159 99<br>175 00 180 00 |
| Flipper | 15 00 | 15 00 | 15 00 | 15 00 |
| Floating Power (Genco) | 39.50 49 50 | 29.50 49.50(2) | 49 50(2) | 99.50(2) |
| Fly a Saucer (Genco) | | | | 75 00 |
| Football (Chicago Coin) | 69.50 | 69 50 | 69 50 | 50 00 69 50 |
| Four Horsemen | | | 115 00 | 95 00 123 00 |
| Four Stars (Gottlieb) | 210 00 | 210 00 | | |
| Freshie (Williams) | 99.50 | 94.50 | 89.50 | 109 50 |
| Futurity (Bally) | | | | 265 00 |
| Georgia (Williams) | 100 00 | 100 00 | 95 00 100 00 | 99 00 100 00 |
| Gin Rummy (Gottlieb) | | 99 50 | | |
| Gizmo (Williams) | | 25 00 | | |
| Gold Cup (Bally) | 59 00 99 80 | 99.50 | 85 00 99.50 | 85 00(2) 89.50 |
| Gold Mine | | | | 00 00 |
| Golden Gloves (Chicago Coin) | 100 00 | 150 00 | 100 00 | 100 00 |
| Gondola (Exhibit) | | | | 39.50 |
| Grand Award (Chicago Coin) | 59.50 | 59.50 | 59.50 | 59 50 |
| Happy Go Lucky (Gottlieb) | | 165 00 | | |
| Harvest Time (Genco) | 44.50 50 00<br>109.50 | 50 00 109 50 | 50 00 109.50 | 50.00(2) 110 00<br>114.50 |
| Hayburner (Williams) | 200.00 220 00<br>250 00<br>00 00 | 125 00 220 00<br>250 00<br>95 00 | 195 00 220 00<br>230 50 250 00<br>95 00 | 195 00 220 00<br>250 00<br>75 00 100 00 |
| Hits and Runs (Genco) | 150 00 | 185 00 190 00 | 140 00 | 180 00 139.50 |
| Hit 'N' Run (Gottlieb) | 29 50 | 29 50 | 99.50 | 99.50 |
| Hit Parade (Gottlieb) | | 25 00 | | |
| Holiday (Chicago Coin) | | 345 00 | 345 00 | 545 00 |
| Holiday (Keeney) | 345 00(2) | | 159.50 | 159.50 |
| Horseshoes (Williams) | | | | |
| Hot Rod (Bally) | $39 50 39.50 | $54.50 60 00<br>99 50 | $54.50 39.50 | $54.50 114.50 |
| Humpty Dumpty (Gottlieb) | 29 50 | 39 50 | 29.50 | 29.50 49.50 |
| Hy Roll (Bally) | 89 00 | 65 00 | 65.00 | 39.50 89.00 |
| Jack & Jill (Bally) | | 25 00 | | |
| Jalopy (Williams) | 195 00 210 00<br>240 00 | 240 00 | 230.00 240.00 | 240.00 |
| Jeanie (Exhibit) | 109 50 | 109 50 | 109.50 | 139.50 |
| Jockey Special (Bally) | 45.00 54.50 | 99 00 54.50 | 45.00 54.50 | 45.00(2) 54.50 |
| Joker (Gottlieb) | | | 115 00 | 115.00 |
| Judy (Exhibit) | 39.50 | 39.50 | 99.50 | 109.50 |
| Just 21 (Gottlieb) | 19 50 15 00<br>80 00 69 50<br>69.50 | 25 00 80 00<br>69 50<br>54.50 | 80.00 80.00<br>69 50<br>69 50 | 15 00 80.00<br>60.00 29.50<br>89.50 |
| K C Jones (Gottlieb) | 150.00 200 00 | 150 00 | 150.00 | |
| King Arthur (Gottlieb) | 65.00 80 00 | 80 00 75 00 | 80 00 95 00 | 29.50 80 00 |
| King Pin (Chicago Coin) | 39.50 100 00 | 80 00 49 00<br>150 00 | 49.50 100.00 | 95.00 39.50<br>150 00 |
| Knock Out (Gottlieb) | | 39.50 | 39.50 | 39.50 |
| Lady Robin Hood (Gottlieb) | 39.50 | 289.50 289.50 310.00 | 275.50 | 289 50 325 00 |
| Leader (United) | 289 50<br>325 00(2)<br>335 00 350.00 | 325 00(2)<br>335 00 350.00 | 325 00(2)<br>335 00(2)<br>350 00 | 329 50 335 00<br>349 00 350.00 |
| Lite-a-Line (Keeney) | 134 50 180.00 | 180 00 158.00 | 150.00 175.00 | 139.50 199 00 |
| Lucky Inning (Williams) | 199 50 155 00<br>80 00 29 50 | 39 50 80 00 | 80 00 29.50 | 150 00 175 00<br>80 00 29.50 |
| Madison Square Garden (Gottlieb) | 84.50 | 29 50 89.50 | 89.50 | 94.50 |
| Magic (Exhibit) | | 115 00 | 115 00 | |
| Major League Baseball (United) | 99 00 | 39 50 | 99.50 | 99.50 |
| Majorettes | 380 00 | 175.30 180.00 | 180 00 | 180 00 |
| Majors of '49 (Chicago Coin) | 74 50 | 74.50 | 74 50 | 79.50 |
| Maryland (Williams) | 49 99 49.50 | 25 00 99 50 | 49.50 89.50 | 80 00 49.50 |
| Mercury (Genco) | 54 50 69 99 | 69.50 50 00 | 80.50 80.50 | 89 50 75 00 49.50<br>39.00 69.50 |
| Mermaid | 80 00 94.50 | 94 50 | 94.50 | 60 00 158 50 |
| Merry Widow (Genco) | 39.50 | 39.50 | 39.50 | 125 00<br>99.50 |
| Minstrel Man (Gottlieb) | | 150 00 | 130 00 145 50 | 130 00 139 50 |
| Mountain Climber | 165 00 | 165 00 | 165 00 | 165 00 |
| Monterrey (United) | 99 50 | 99 50 | 39 50 | 99 50 |
| Moon Glow (United) | 39 50 25 00 | 39 50 | 99.50 | 39.50 |
| Moraine (Exhibit) | 99.50 | 49 50 | 99 50 | 49.50(2) |
| Niagara (Gottlieb) | | 190 00 | 49 50 | |
| Nifty (Williams) | 100 00 110 00 | 100 00 110 00 | 100 00 119 00 | 90 00 100 00 |
| Oasis (Exhibit) | 89.50 90 00 | 49 50 80 00 | 80 00 109.50 | 115 00<br>90 00 119 00 |
| Oklahoma (United) | 109.50 | 109.50 | | |
| Olde King Cole | 99 50 74 50 | 74 50 | 74.50 | 65 00 79.50 |
| Olympia (Williams) | | 24 50 | | |
| One Two Three (Genco) | 210 00<br>54 50 | 49 00 58 50 | 210 00<br>54.50 | 195 00 219 00<br>99 00 54.50 |
| Paradise | 29.50 | 59 50 | | |
| Phola Flash (Universal) | | | | 80 00 |
| Pin Boomer (Chicago Coin) | 75 00 | 40 50 | | 00 00 114.50 |
| Pinch Hitter (United) | | 60 00 | | |
| Pinky (Williams) | 109 00 | 25.00 | | |
| Playland (Exhibit) | 89.50 109 99 | 100 00<br>49.50 104 50 | 100 00<br>104 50 | 100 00<br>75 00 114.50 |
| Playtime (Exhibit) | 74.50 | 74 50 | 74 50 | 79.50 |
| Pop Up | | | | 12.00 |
| Puachy (Chicago Coin) | 00 00 100 00 | 00.00 100 00 | 00 00 100 00 | 50 00 100 00 |
| Quarterback (Williams) | 79 50 99 50 | 49.50 79 50<br>89 50 | 29.50 49 50 | 49.50 89 50<br>89.50 |
| Quartet (Gottlieb) | | 180 00 | | |
| Rainbow (Williams) | | 37 50 | 37.50 | 37.50 |
| Ramona | | 25 00 | | |
| Red Shoes (United) | 50 00 | 00 00 | 00 00 | 00 00 95 00 |
| Red Shoulder (Genco) | 54.50 89 50 | 89 50 | 89 50 | 49.50 |
| Robin Hood (Gottlieb) | 50 00 | 25 00 50 00<br>49 50 | 50 00 49.50 | 00 00 49.50 |
| Rocket (Genco) | 99.50 | 89.50 99 50 | 99.50 | 109 50 |
| Rockette (Gottlieb) | | | 115 00 | 100 00 139 00 |
| Rendevoo (United) | 39 50 | 39.50 | 39.50 | 39.50 49.50 |
| Round Up (Bally) | 49.50 | | | 89 00 |
| Rose Bowl | | | | 150 00 |
| St. Louis (Williams) | 29 50(2) 74.50 | 39 50 74 50 | 74 00 | 99 00 29.50 |
| Sally (Chicago Coin) | 49 50 | 39 50 39 50 | 29 50 | 29.50 99 50 |
| Samba (Exhibit) | 59.50 | 29 50 39 50 | 39 50 | 59 00 |
| Saratoga | 49.50 | 49 99 69 50 | 49.50 | 49 50 |
| Screwball (Genco) | 39 50 | 39 50 | 39 50 | 39.50 |
| Sea Jockey (Williams) | | 225 00 | 235 00 | |
| Select-a-Card (Gottlieb) | 85 00 40 00<br>74 99 | 24 99 29 50<br>39 50 40 00<br>39 50 | 80 00 74.50 | 25 00 80 00<br>65 00 79.50 |
| Shantytown (Exhibit) | 80 00 89.50 | 80 00 49 50 | 80 00 49.50 | 80 00 99.50 |
| Sharpshooter (Gottlieb) | 29.50 80 00 | 29.50 80 00<br>00 00 | 79.50 80 00(2)<br>99 00 | 29.50 80 00<br>00 00 |
| Shoo Shoe (Williams) | 100 00 | 49 50 95 00<br>100 00 119 50 | 100 00 119 50 | 100 00(2)<br>129 50 |
| Show Boat (United) | | 89 50 | | |
| Singlet | 100 00 | 100 00 100 00 | 100 00 | 165 00 185 00 |
| South Pacific (Genco) | 89.50 100 00 | 49 50 99.50<br>100 00 | 49.50 100 00 | 140 00<br>55 00 80 00<br>49.50 100 00 |
| Spark Plug (Williams) | 210 00 | 200 00 220 00 | 220 00 | 49.50 |
| Special Entry (Bally) | 35 00 49 50 | 45 00 49 50 | 25 00 44 50 | 35 00(2) 49.50 |
| Spinball (Chicago Coin) | 49 50 | 29 50 | 39 50 | 29 50 49.50 |
| Sportsman | | 175 00 | | |
| Star Bowler (Gottlieb) | | | | 149.50 |
| Spec-Lite (Bally) | 285 00<br>599 00(2)<br>385 00<br>395 00(2)<br>339.50 410 00 | 349 00(2)<br>375 00 389 50<br>385 00<br>395.00(2)<br>410 00<br>144 50 | 349 50 359 50<br>375 00 585 00<br>395 00<br>395 00(2)<br>410 00 | 549.50 339.30<br>364 50 385.00<br>395.00(2)<br>410 00 415 00 |
| Springtime (Genco) | 39 00 | | | |
| Stadium | | | | |
| Steeple Chase (United) | 275 00 280 00 | 280 00 | 280 00 | 250 00 280 00 |
| Stop and Go (Genco) | 49.50 80 00 | | 50 00 | 85 00 80 00 |
| Stormy (Williams) | 29.50 | 29 50 | 29 50 | 49.50 |
| Summer Time (Gottlieb) | 49.50 59 50 | 25 00 39 50 | 39 50 | 39 50 49.50 |
| Super Hockey (Chicago Coin) | 54.50 69 50 | 25 00 34 50<br>58 99 69.50 | 54 50 64 50 | 45 00 54 50<br>49.50 |
| Super World Series (Williams) | 275 00 | 225.00 239 50 | 225.00 275 00 | 225 00 275 00 |
| Swanee (Exhibit) | 54 50 59 50 | 54 50 99 50 | 54.50 99 50 | 54 50 99 50 |
| Sweetheart (Williams) | 50 00 199 50 | 54 50 50 00<br>109.50 | 50 00 189.50 | 80 00 124.50 |
| Tahiti (Chicago Coin) | 49.50 | 49 50 58 99 | 89.50 00 00 | 00.00 39.50 |
| Tampico (United) | 79.50 50.00 | 89.50 80 00<br>29 50 80 00 | 79.50 80.00 | 50 00 |
| Temptation (Chicago Coin) | | | | 99.50 |
| Telecard (Gottlieb) | 49.00 54 50 | 49 50 54 50 | 99 50 54 50 | 39.50 54 99 |
| Tennessee (Williams) | 74 50 | 74.50 | 65 00 74 50 | 65.00 79.50 |
| Texas Leaguer (Keeney) | 29 00 | 29 50 | 49 50 | 29 50 |
| Thing (Chicago Coin) | 49 00 50 00<br>55 00 00 00<br>99 50 | 69 00 50 00<br>00 00 49.50 | 99 00 50 00<br>00 00 49 50 | 99.00 50.00<br>90 00 39 50<br>00 50 109 50 |
| Three Feathers (Genco) | 69 50 | 25 00 49 50 | 69 50 | 49 50 |
| 3-4-5 (United) | 240 00 | 240 00 | 290 00 | 240.00 250 00 |
| Thrill (Chicago Coin) | 25 00 | 15 00 | 25 00 | 25.00 50.50 |
| Total Roll (Genco) (roll-down) | 40 00 | 00 00 | 40 00 | 39.50 00 00 |
| Touchdown (United) | 275 00 | 275 00 | 275 00 | 275 00 |
| Trade Wind (Genco) | 99 50 | 99 50 | 39.50 | 39.50 49.50 |
| Trinidad (Chicago Coin) | | | | 49.50 |

DON'T BUY SUBSTITUTE ALUMINUM DISCS
ORDER DIRECT FROM MANUFACTURER
MAKE SURE YOUR
METAL TYPER MACHINES
EARN TOP MONEY
Original Parts and Supplies
WRITE FOR PRICE
STANDARD METAL TYPER CO.
1310 N. Western Ave., Chicago 22, Ill.


GIVE TO DAMON RUNYON CANCER FUND

# Coinmen You Know

## Chicago

**Vic Weiss**, Allied Coin & Premium House, now is well on the road to recovery after an extended illness. He says the medics were a big help but a recent pickup in used game sales proved to be mental therspy. **Billy Knapp** has been getting a good reception on his current road trip. Firm is expected to announce some surprising new plans in a couple of weeks.

Over at United Manufacturing, the accent was on the new Circus game, featuring several new ideas in in-line scoring games. The firm lost one of its key staffers Thursday (18) when **Millis Lynch** passed away, following an operation. She was one of the oldest employees in point of service and well known to operators and distributors thruout the country.

First Distrihutors is pleased over initial rereption of its house organ, published this week for the first time. **Wally Finke** and **Joe Klina** had a steady run of visitors all week. Tho many of the group were old customers, the over-all crowd was swelled by visitors from the NAMA convantion. Kline states new and used games are moving well with Exhibit Supply's Super Twin Rotation setting the pare.

Purveyor Shuffleboard, President **Harb Parkins** reports, hsd one of its best weeks of the year. Most of the inquiries and sales revolved around shuffleboard and supplies for both the longboards and Bank-Shot... World Wide Distributors reports steady action on the new William game Paretrooper. Firm key sales staffers, **Al Stern, Len Micon, Monty West** and **Fred Skor** were in town this week to meet operators attending the MOA show.

## New York

**Joe Connors**, of Connors Autonatic Music Company, is a patient in the Kew Gardens (L. I.) Hospital. . . . **Dave Berkowitz**, of Winthrop Music, has bought out his partner, **Sid Gorman**, and is now operating the business under his own name. . . . **Al Miniaci**, of Paramount Music, is one of the many industry people returning last week from the NAMA convention in Chicago.

Seen on the street last week were **I. Edelman**, manufacturer of conversion scoring units; **Harry Wassermen**, AMOA secretary; **Joseph Weiz**, Larch Vending Company, Larchmont, N. Y.; **Joseph Falcaro**, New York City operator; **Mrs. Gertrude Brown**, Paramount Vending Corporatio , Beacon, N. Y.; **L. C. Boyd**, New York operator; **Jack Garvin**, Bronx op; **Toby Halpern** and **Herman Blank**, Brooklyn ops; **Hy Weiner**, of Speedy Juke Box Service; **Bob Luttman**, Forest Hills, L. I. op., and **Joe Plastik**, of New York & Brooklyn Automatic Music Company.

**Jim Sherry**, of Sherry Music, is happy about the **Chuck Davay** win over **Rocky Grazziano**. So happy, in fact, that he's taking **Murray Kaye** and several others from Atlantic Nev York Corporation to lunch. Other visitors to Atlantic were **Bill Chase**, owner of the W H. Steubinger Company, and **Louis Nokos**, Kingston, N. Y, op. . . **Wilbur Aaronson**, of United Play Machines, is putting in United six-players on his locations, and taking out the two-players . . . Young Distributing, Inc., now getting delivery on the new Wurlitzer jukes which play 104 records, either 78 and 45, or inter-mixed. Model 1550 comes with leather and Model 1500 in wood, **Joe Young** points out.

The street was saddened by the death of 31-year-old **Morris Salaberg** Saturday (13). Morris headed the parts department of the Atlantic New York Corporation for nearly nine years. Burial was in Washington Cemetery, Brooklyn. He is survived by his parents, a brother and a sister.

**Perry Wachtal**, head of the De Perri ad agency, New York, had fiva areounts among exhibitors at tha NAMA show in Chicago. They were Automatic Products, Indevco, Lunch-o-Mat, Central Vending and Coldrinx.

## Indianapolis

**Mrs. Blancha Janes**, Janes Music, has taken up residence in the new Essex Apartments and is happy with her new homa. **Hal Baily**, firm collector, is vacationing in New York with his wife. **Lyla Harper** returned last week from his vacation. **Don Martin** is vacationing at home. **Roberta Hunt** is suffering from a strange malady. Business at the record and music shop was reported good.

Sicking has added to its stock United's new bingo game. **Mrs. Lottie Berman** reports many orders are on hand.

The Shaffer Music Company has completed repairs and improvements at its headquarters. Business is reported good, and Seeburg phonographs are arriving from the factory on time, according to Manager **John Stockdale**.

The Calderon Distributing Company is expecting a new Rock-Ola phonograph, and another new Bally game. **Al Calderon** reports huainess good. Visiting the Calderon headquarters were **John Hall**, Noblesville; **B. A. Halliday**, La Fayette; **Charles Yaaglay**, Richmond; **Roy Snodgrass**, Terre Haute. Most of the visitors were interested in the new equipment now being offered by the company. . . . One of *(Continued on page 92)*

| | Issue of Sept. 20 | | Issue of Sept. 13 | | Issue of Sept. 6 | | Issue o August 3 | |
|---|---|---|---|---|---|---|---|---|
| Triple Action (Genco) | $29.50 | 49.50 | $29.50 | 49.50 | $29.50 | 49.50 | 9.50 | 49.50 |
| Toplets (Gottlieb) | | | | | | | | 115.00 |
| Tel-Score (Genco) | 90.00 | 99.50 | 47.50 | 90.00 | 80.00 | 99.50 | 0.00 | 90.00 |
| | | | | 99.50 | | | | 109.50 |
| Locson (Williams) | | 84.50 | | 64.50 | | 84.50 | | 69.50 |
| Tumbleweed (Exhibit) | | 84.50 | | 4.50 | | 84.50 | | 84.50 |
| Turf King (Bally) | 100.00 | 119.50 | 110.00 | 119.50 | 119.50 | 125.00 | 119.50 | 125.00 |
| | | 149.50 | | 125.00(2) | | 149.50(2) | | 149.50(2) |
| | | 149.50(2) | | 149.50(2) | 150.00 | 165.00 | | 150.00(2) |
| | | 150.00 | 150.00 | 165.00 | | 175.00(2) | 165.00 | 175.00 |
| | | 175.00(2) | | 175.00(2) | | | | 275.00 |
| Utah (United) | 39.50 | 84.50 | | 84.50 | | 84.50 | 50.00 | 89.50 |
| Virginia (Williams) | | 29.50 | | 29.50 | | 29.50 | | 29.50 |
| Wild West | | 120.00 | | 120.00 | | 150.00 | | |
| Watch My Time (Gottlieb) | | 129.50 | | 129.50 | | 129.50 | 110.00 | 129.50 |
| Winner (Universal Industries) | 89.50 | 95.00 | 49.50 | 60.00 | 89.50 | 175.00 | 65.00 | 85.00 |
| | | 175.00 | 61.50 | 80.00 | | | 89.50 | 160.00 |
| | | | 89.50 | 95.00 | | | | 195.00 |
| | | | | 175.00 | | | | |
| Wisconsin (United) | 34.50 | 30.00 | 25.00 | 30.00 | 50.00 | 39.50 | 50.00 | 39.50 |
| | | 39.50 | | 39.50 | | | | 49.50 |
| World Series (Rock-Ola) | | | 75.00 | 95.00 | | 75.00 | | 75.00 |
| Yank (Williams) | 29.50 | 49.50 | 25.00 | 49.50 | | 49.50 | | 49.50 |
| Zingo (United) | | 318.00 | | 318.00 | | 318.00 | | 318.00 |


# THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

★ CLASSIFIED ADVERTISING ★

## Business Opportunities

**Coin radios and televisions; buy direct from** manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Talavision Corp., 190A Duane St., New York City.

### TERRIFIC SACRIFICE

Pokerino 34 Table Game and 6 Grille ABT Gange, long established, good boardwalk location, Coney Island area, fully equipped, in A-1 shape.

MUST SELL AT ONCE FOR BEST OFFER, AND WE MEAN IT

LUCKY'S

Bdwlk & Brighton 1st Rd.
Brooklyn 24, N. Y.
Phone: Es 2-7088 week-ends

## Ports, Supplies & Services

**Coin-o-Matic Changers—Gives nickels for** quarters and dimes; holds $50 in nickels; bargain at $65. Kalner Vendors Co., 3730 W. Divisoen St., Chicago 51.

**Decals for Vending Machines;** catchy designs, low price; write for folder. Grand, 2506B 52nd, Kenosha, Wis.

**For best buys in bulk vendors and supplies** write for literature. Camco Vending Service, 432-A W. 42nd St., New York 18, N. Y.

**Stamp Folders, direct from manufacturer;** unlimited quantities, immediate delivery; write for prices. Vendco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

### VENDING STANDS

Flat base steel, 15x15, 16 lbs., 1" pipe, cast steel flange with four holes painted silver, immediate delivery.

$3.25 EACH.

F.O.B. Elizabeth, New Jersey
½ dep., bal. C.O.D.

MOHAWK VENDING STANDS
462 Fourth Ave. Elizabeth, New Jersey

### Used 1c-5c Candy, Nut, Ball Gum Venders

Bought, sold, exchanged
All parts, coin wrappers, coin counters, 1eb gum, penned candies, cast iron stands, top plates for 2 venders, top plates for 3 venders. Ball Gum—210, 170, 140—24¢ per lb. in case lots (25 lbs.). Jumbo Size Ball Gum—25¢ per lb. in case lots (25 lbs.). Chlorophyll Ball Gum—210, 170, 140—45¢ per lb. In case lots (25 lbs.). Chicle Treats—300 count—45¢ per lb. In case lots (25 lbs.). All prices f.o.b. factory. ½ deposit balance c.o.d.

KING & CO.
Distributors of Northwestern Model 49 and Tab Gum Venders
2700 W. Lake St. Chicago 12, Illinois

### VENDING TOP PLATES

For two machines, containing 12 standard holes and two ¾ holes for Topper Machines, painted silver.

80¢ EACH.

F.O.B. Elizabeth, New Jersey
½ dep., bal. C.O.D.

MOHAWK VENDING STANDS
462 Fourth Ave. Elizabeth, New Jersey

## Positions Wanted

ATTENTION!
Refugees From Kefauver

Top One Ball Mechanic wants steady job. Shop or route work. Sober family man. Box M-18, c/o Billboard, Cincinnati 22, O.

**Pinball Mechanic desires permanent position** in Florida; 13 years' experience, reference. Roy Van Dyne, P. O. Box 1, Roosevelt Sta., Dayton, O.

## Routes for Sale

**Cigarette and Juke Box Route—Over 50** pieces in locations, Southern Calif., $15,000 ½ cash down payment, terms balance, work mornings only, 5-day week. Coast Amusematic, 2167 Miner St., Costa Mesa, Calif.

**Juke and Cama Route—L. A., Calif.; estb.** 20 yrs., 1 owner, retiring. $12,500; $6,500 down, balance 24 months. Box 564, The Billboard, Chicago 1, Ill.

## Used Coin-Operated Equipment

**A-1 Bargain—Cigarette and Candy Vending** Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago 18.

**Cigaret Vendors: National, DuGrenier and** Lehigh P-X with King columns at bargain prices reconditioned. Kalner Vendors, 3730 W. Divisien St., Chicago 51, Ill.

**Exhibit Dale Guns, $49.50; QT Belgian Pool** Tables $49.50 Chicago Coin Pistols, $79.50. Keeney Air Raider, $75; Bally Undersea Raider, $75; Canco Bankroll, 15 ft., $69.50; Wurlitzer Skeeballs, $69.50; all in A-1 condition. Weisser, 3465 Atkinson, Detroit 6, Mich. TYler 8-1664.

**For Sale or Trade—Latest model Baluue** Photomatic. G. E. Carrett 21036 Cohasset, Canoga Park, Calif.

**For Sale—Wurlitzer Phonographs: 250** 1015's, 25 1080's, 25 1017's, 25 750's, plus 250 Wurlitzer 3031 Wall Boxes. Write Box 563, The Billboard, Chicago 1, Ill.

**For Sale—5 AMI Wolhaaen and 1 Stepper;** all in very good condition, $110 takes the lot; 1/3 deposit with order. Rhodes Coin Machines, 106 W. Peter St., Uniontown, Pa.

**For Sale—5 Rock-Ola 1425 Blonde, 1 United** Shuffle Alley, 5 Pin Balls, all on location now, 2 39 Rock-Olas, 1 38 Rock-Ola. Bill Johnson, St. Ignace, Mich.

**For Sale—20 like new Federal Stamp Ma**chines, in cartons, $22.50 each. B. L. Ball Vending Co., 422 S. Main St., Memphis, Tenn.

**Mutoscope Photomatic, late model, good** condition; best offer takes. Ballard 119 State Line Road, Niles, Mich.

**Starter Cookie Vendors, excellent condition;** low price of $59.50. Kalner Vendors Co., 3730 W. Divisen St., Chicago.

**U-Select-It, 72-bar size, $27.50; 74-bar** size, $37.50; Shipman 3 column like new Candy Bar Machines, $22.50—cost $69.50. Cigarette Machines, quarter operation, all makes, $22.50 up. Herris Vending, 2717 N. Park Ave., Philadelphia, Pa.

**Wanted — Mills and Jennings Bells.** For Sale—Mills, Jennings, Pace, Watling Bells, like new Majorettes Pin, $195; Spot Bell, Clover Bell Double Up, perfect condition, Evans Races $100, General Coin Machine Co., 225 N. 9th St., Philadelphia, Pa. WAlnut 2-4378.

**Will trade Turf Kings (like new) for music,** cigarette or any other coin machine equipment. Runyon, 123 West Runyon St., Newark 8, N. J.

**Williams Box Score Baseball, $59.50;** Mercury Grippers, latest Gottliabs, $14.50, 10 ABT Target Skills Challengers, $18.50, Skill Guns, $29.50, Kunkel Popcorn Vendors, $24.50, Stamp Vendor, $12.50; Anti-Aircraft, $37.50, Belgian Pool, $65.00; Mutoscope Photomatic, $195; Bally Defender, $75; Scientific Jungle Joe, $175; Chicken Sam, $75; Mutoscope Mechanical Hockey, $47.50; Hit-a-Homers, $12.50, 1/3 deposit. Woodrew McLennan, 2149 Campbell, Detroit, Mich.

## Wanted to Buy

**Wanted—Chicago Coin Bowling Alleys,** United Twin Rebound; games must be ready for location. Andolph 6-0879, Chicago, or write Streamliner Coin, 9842 Calhoun Ave., Chicago 18, Ill.

**Wanted—25¢ Coin Operated Scales;** Columbians, Tradios, Ceradios. Phil Cutler, 1071 E. Livingston, Columbus, O.

### To Order Your Market Place Ad
## USE THIS HANDY FORM TODAY

**1:** First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted, please figure 6 additional words.

**3:** Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch:

☐ Display Classified
☐ Regular Classified

**2:** Now check off the classification you want your advertisement to appear under:

☐ Agents and Distributors Wanted
☐ Help Wanted
☐ Parts, Supplies and Services
☐ Positions Wanted
☐ Routes For Sale
☐ Used Coin-Operated Equipment
☐ Want to Buy

**4:** And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

☐ Next 6 issues ☐ Next 4 issues ☐ Next 3 issues ☐ Next issue only

$_____ Payment enclosed ☐ Bill me (on 3 or more issues only)

Name_____

Address_____

City_____ Zone____ State_____

### ADVERTISING RATES

**● REGULAR-CLASSIFIED**

Usual word-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word ..... $.20

3 or more CONSECUTIVE or 26 insertions, per word ..... .15

52 CONSECUTIVE insertions, per word ..... .10

Minimum $2.

**● DISPLAY-CLASSIFIED**

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 30 lines or more.

Per agate line ..... $1.00

3 or more CONSECUTIVE or 26 insertions, per agate line ..... 95

52 CONSECUTIVE insertions, per agate line ..... 90

1 inch equals 14 agate lines.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILL.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

**DOUBLE YOUR COLLECTIONS!**

— with "First" Conditioned Equipment . . . It pays to buy the best!

**BINGO 5 BALLS**

NSW
Bally FROLICS
United CIRCUS
"First-Conditioned"
Special Price
UNITED
BOLERO ..... $275
ABC ..... 195

**Exhibit's SUPER TWIN ROTATION**
Exclusive for Exhibit in N. Illinois, Eastern Iowa and N. W. Indiana.

**5 BALLS**
Gottlieb SKILL POOL ..... Write
Genco "400" ..... Write
Chi Coin KINGPIN $780
Large stock of reconditioned Five Ball games. Write for latest listing.

**ONE BALLS**
NEW
Gotty SUNSPINE PARK
Universal WINNER $295
"First-Conditioned"
TUDOR KING ..... 100
CHAMPION ..... 85
CITATION ..... 79
GOLD CUP ..... 55
JOCKEY SPECIAL ..... 45
SPECIAL ENTRY ..... 35

**ARCADE**
Exhibit's Saddle Horse
**BIG BRONCO**
"First-Conditioned"
Scatorn SHOOT THE BEAR ..... $275
Exhibit GUN PATROL ..... 225
Exhibit SIX SHOOTER ..... 195
TELSQUIZ, w/Film ..... 139
Keeney AIR RAIDER ..... 125
CHICKEN FARM ..... 265
Chi Coin PISTOL ..... 95
GIRLS GANGS GAY GUN ..... 100
TEAM HOCKEY ..... 95
C. Coin GOALIE ..... 69
Sx. FOOT BASE ..... 69
Ex. DAUN GUN, late. 75
Ex. DALE GUN ..... 65
Bally NY ROLL ..... 85
Chi Coin HOCKEY ..... 69
Keeney TEXAS LEAGUER ..... 49
Exhibit HI BALL ..... 49

**Counter Games**
KISSES & CATCHES $39
ART TARGET SKILL ..... 19
CIRCUS ..... 15
ELIBEE ..... 15

**VENDING**
MINIT POP
Finest of all popcorn vendors! Hoops while you watch! Amazing Profits. Brilliantly $695. How our factory reconditioned. Limited quantity.

only $145

Kvenay's Electric Cigarette Machine "The Pack You See Is the Pack You Get."

POP CORN SET ..... $59
CANDY KING No— ..... 95

**CONVERSIONS**
Newest Design!
GENUINE FORMICA • TOPS •
Genuine slik screened tops of the right material. Absolutely highest quality instructions, cutting and fitting. Comes silk screened ready for mounting. Available for United 2, 4, 5, & 6 Play. Also Keeney, Chicago Coin and Universal games. Complete with instructions. 24" x 28" sizes. $17.50

KEENE SHUFFLE-BOARD ATTACHMENTS —for long boards.
4 Player BOWLERS ..... $225
3 Player BOWLING CHAMP ..... 95

**SHUFFLE GAMES**
NEW KEENEY SUPER DELUXE LEAGUE BOWLER
•
HIGH SCORE LEAGUE BOWLER
"First-Conditioned" & Resurfaced
Genuine Formica Tops installed on United & Keeney Games—$15 extra.

UNIVERSAL
HI SCORE BOWLER $145
SUPER TWIN BOWLER ..... 69
TWIN BOWLER ..... 69

KEENEY
DE LUXE PLAYER BOWLER ..... $295
SIX PLAYER LEAGUE BOWLER ..... 225
LEAGUE BOWLER ..... 165

CHICAGO COIN
SIX PLAYER ..... $295

WILLIAMS
DOUBLE HEADER ..... $ 95
DE LUXE BOWLER ..... 75
TWIN SHUFFLE ..... 65

UNITED
DELUXE 6 PLAYER $345
6 PLAYER ..... 345
5 PLAYER ..... 295
4 PLAYER ..... 225
SHUFFLECAGE ..... 165
TWIN BOWLING ..... 165
SHUFFLE SLUGGER ..... 65
SHUFFLE STRIKER ..... 65
SHUFFLE ALLEY ..... 39

BALLY
SHUFFLE LINE ..... $115
SHUFFLE CHAMP ..... 65
SPEED BOWLER ..... 29
SHUFFLE BOWLER ..... 29

**FIRST DISTRIBUTORS**
Joe Kline & Wally Finke
4250 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

**On The Record of LOW PRICES, TOP QUALITY and SERVICE, You Win With LONDON**

**SHUFFLE GAMES**
Skuffle Express
Chicago Coin Bowling Alley
Universal Twin Bowler
Delaxe Bowler
Speed Bowler
$49.50 EACH

**TAKE YOUR CHOICE**
Pin Boy
Van Pins
Shuffle Alley Bowling
Shuffle Alley
Lanes
Shuffle Lane
Bowler
Exhibit
Twin Shuffle
$24.50 EA.

**USED**
Dale Gun ..... $69.50
All Star Baseball ..... 49.50

**NEW GAME SPECIALS**
Tri-Score ..... WRITE
Stop 'n' Go ..... WRITE

**NEW LOW PRICES!**
Cinderella ..... $39.50
Black Dolls ..... 39.50
Sarasota ..... 49.50
Wisconsin ..... 39.50
Triple Action ..... 39.50
Merry Widow ..... 39.50
Screw Ball ..... 39.50
Trade Winds ..... 39.50
Spin Ball ..... 39.50
Crazy Ball ..... 39.50
Catalina ..... 39.50
Stormy ..... 39.50
Dow We-Ility ..... 39.50

**FIVE-BALLS**
Monterrey ..... $39.50
Summertime ..... 39.50
Virginia ..... 39.50
Tennessee ..... 39.50
Dallas ..... 49.50
Maryland ..... 49.50
Lucky Inning ..... 39.50
Bandwagon ..... 39.50
Major League Baseball ..... 39.50
Moon Glow ..... 39.50
Aguacade ..... 49.50
El Paso ..... 49.50

**NEW LOW PRICES!**
Camel Caravan ..... $89.50
Three Musketeers ..... 69.50
Blasting Power ..... 49.50
Champion ..... 89.50
Samba ..... 89.50
Monaco ..... 49.50
Bwanee ..... 89.50
Alice in Wonderland ..... 39.50
Lady Robin Hood ..... 39.50
Humpty Dumpty ..... 39.50
Talecard ..... 49.50
Hit Parade ..... 39.50

TERMS: ½ Deposit. Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota North Dakota, South Dakota and Upper Michigan.

**S. L. London Music Co., Inc.**
3130 WEST LISBON AVENUE, MILWAUKEE 8, WISC. DIVISION 4-3220
2405-7 HENNEPIN AVENUE, MINNEAPOLIS 5, MINN. PLEASANT 4453

**FOR SALE**

| | | | |
|---|---|---|---|
| 6CA 25¢ Radio | $ 22.50 | Keeney Submarine | $ 95.00 |
| 4-Col Postage Stamp Vendors | 10 00 | United Polaris | 229.50 |
| Shipman 3-Col. Stamp Vendors | 15 00 | United Leader | 225.00 |
| Packard Wall Boxes | 0.75 | Coney Island | 265.50 |
| Mills Candy Vender, 5 Col. | 60 00 | Spot Light | 295 00 |
| Mercury Athletic Scale, Brand New | 69 50 | Bright Spot | 275.00 |
| Wms. Deluxe World Series | 275.00 | Bright Lights | 290.00 |
| Chicago Cafe King Pin | 100.00 | | |
| Dale Gun | 69.50 | | |
| Keeney Air Raider | 115 00 | | |
| Evans Super Gambler | 100.00 | | |
| Mutoscope Card Venders | 39.50 | | |
| Chicago Coin 4 Player Derby | Write | | |
| ABC United | 225.50 | | |

NOW DELIVERING!
CHICAGO COIN 10TH FRAME 6 PLAYER MATCH BOWLERS
BIG NIT 5 BALL PIN GAME

**MONROE COIN MACHINE EXCHANGE, Inc.**
3423 PAYNE AVENUE, CLEVELAND 14, OHIO
(Tel.: SUperior 1-4600)


# Coinmen You Know

• Continued from page 91

## Indianapolis

the new pieces shown was the Bally Sunshine Park, the new jumbo pinball game, meeting the usual sales success.

The Calderon Distributing Company now is distributing the Bally Frolic Game. **Al Calderon**, head of the company, said there are many orders on file, and delivery is being made as fast as the games arrive. Calderon has one complaint "we can't get the merchandise."

**Roberta Hunt**, Jenes Record Shop, underwent an operation at the Methodist Hospital. She is recuperating at home..... **Clarence (Dutch) Hohman**, of the Janes Record Shop, reports business 20 per cent over last year.

## Pittsburgh

**Elmar Willeits** reports every effort is made to get good juke box tunes plugged on the air first, so people will recognize tha tunes.

**Dan Faldman**, Stanton Distributors, believes picking up "stray" locations doesn't mean much if one is trying to expand in one direction and keep trensportation time costs down. . . . **M. J. Abelson**, general sales manager, Osk Manufacturing, believes that driving is the best way to cover a locality. Officials at Automatic Catering after handling cigarettes and candy have been specializing recently in beverage vending.

Sidmor Vending acts as the distributor for four manufacturers and keeps a supply of parts on hand . . . **Leon Paschelades**, Capitol Vending, is remodeling, gradually.

**Monroe Green's** Coin Machine Agency has taken on the handling of kitchen sets, chrome furniture and clocks, utility lamps. . . . **Danny O'Neill** points out that just a few years ago there were few drink machines in this area, and now there are thousends. . . . Recent picture story on the Greater Pittsburgh Airport, published in The Pittsburgh Press, included a shot of a youngster using a gun in the Penny Arcade.

**M. J. Abelson**, Oak Manufacturing, inspecting the new gum wheel on the Acorn machine, which has three round holes, and instead of needing adjustment works automatically. . . . **Max Klecknar**, publisher of The Oakland News, on a vacation trip to Atlantic City writes he stopped off in Philadelphia. "My daughters came across one of those Automat restaurants and that was it. We loaded up with nickels, placed them in slots and out came the food and drinks we wanted," he said. "It was a novelty for the children."

Practice of awarding a contract to the lowest bidder resulted in Pittsburgh's purchase of 75¢ parking metere that "did not receive coins properly and twisted the coins so badly they couldn't be counted automatically."

**James Thompson**, Thompson Music, reports this general area is saturated with bowling machines to the extent that older equipment is disposed of even when it can be repaired.

**Morris Vinocur**, president, Monarch Music, reports that any juke older than a '50 is obsolete, and there's no market for used machines.

**John P. Paulus**, Victory Vending, reports the prize-winning award to Mount Lebanon Township for its profusely illustrated, pocket-sized booklet describing the township's government in terms the average citizen can understand. It was written and compiled by Paulus' predecessor, **David B. Rawlands**.

**Herbert Cohen**, of Confection Specialties Company, reports business holding up much better since he literally "packed" charms into his vending machines ... With 19 concessions out of a

(Continued on page 94)

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

| | Issue of Sept. 20 | Issue of Sept. 15 | Issue of Sept. 6 | Issue of August 30 |
|---|---|---|---|---|
| Ace Bomber (Mutoscope) | $150 00 | $125.00 150 00 | $150 00 | $150 00 |
| Air Raider (Keeney) | 110 00 | 110 00 | 110 00 | 125.00(2) |
| | 125 00(2) | 125 00(3) | 125.00(2) | |
| All Stars (Williams) | 109 50 | 44 00 | 199 50 | 109.50 |
| All Star Baseball | 48 50 | 99.50 | 49.50 | 99.50 |
| Art Portraits | 35 00 | | | |
| Astronaire 10c | 99 00 | 95 00 | 95.00 | 95.00 |
| Atomic Bomber (Mutoscope) | | 125 00 | | |
| Ball-o-Score (Evans) | 100 00 | 190 00 | 190 00 | 190 00 |
| Big Inning (Bally) | 195 00 | 195 00 | 185 00 | 185 00 |
| Blue Bonnet | | 15 00 | 15 00 | 15 00 |
| Bolascore (Sopremo) | 100 00 | 100 00 | 100 00 | 100.00 |
| Boomerang (Amusement Corp.) | 45 00 | 45.00 | 45.00 | 45 00 |
| Bowl-O-Matic (Univ.) | 290 00 | 239 50 290 00 | 290.00 | 290 00 |
| Challenger (ABT) | 29.50 | 16.50 29 50 | 29.50 | 29.50 |
| Chicken Sam (Seeburg) | 105 00(2) | 105.00(2) | 105.00(2) | 105.00(2) |
| | 150 00 | 110 00 150 00 | 150 00 | 150 00 |
| Dale Gun (Exhibit) | 34 50 59 50 | 39.50 59 50 | 99.50 59.50 | 99.50 60.00 |
| | 60 00 65 00(2) | 65.00(3) | 69 00(3) | 65 00(3) 99.50 |
| | 69.50(2) | 69.50(2) | 69 50(2) | 75 00(late) |
| | 75 00(late) | 75.00(late) | 75 00(late) | 99.50 |
| | 98.50 | 98.50 100 00 | 98.50 | |
| | 95 00 | 75 00 | 95 00 | 95.00 |
| Defender (Bally) | | | | |
| Deluxe Athletic Scale (Mercury) | | 79.50 | 79.50 | 79.50 |
| Derby, 4 player (Chicago Coin) | 199 00 | 199 00 199 50 | 199 00 350.00 | 195 00 350 00 |
| | | 275 00 345 00 | | 399 50 |
| Duck Hunter (Silver King) | | | 17 50 | 17.50 |
| Flash Hockey (Exhibit) | 75 00 | 75 00(2) | 75 00 | 75.00 |
| Goalie (Chicago Coin) | 99 50 99 00(2) | 69 00 99 00 | 69 50 95 00 | 99 00 100 00 |
| | 125 00 | 110 00 125 00 | 125 00 | 125 00 |
| | 140 00 | 140.00 | 140 00 | 140 00 |
| Grip Meter Deluxe | | | | 19.00 |
| Gripper (Gottlieb) | | | | |
| Gun Patrol (Exhibit) | 219 00 | 195 00 215 00 | 215 00 | 199.50 215.00 |
| Heavy Hitter (Bally) | 69 50(2) | 69.50(2) | 69.50(2) | 99.50(2) |
| Hi Ball (Exhibit) | 45 00 | 45 00 | 45 00 | 95 00 |
| Hockey (Chicago Coin) | 99 00 75 00 | 29.50 95 00 | 75 00 | 99.00 75.00 |
| | | 99.00 | | |
| Hockey (Max Glass) | | 97.50 | | |
| Jack Rabbit (Amusement Corp.) | 95 00 109.50 | 95 00 109.50 | 99.00 199 00 | 99 00 199.50 |
| Jet Cue (Exhibit) | 249.50 275 00 | 249 50 275 00 | 249.50 275.00 | 249.50 275 00 |
| Jungle Joe | | 195.00 | | |
| Kicker and Catcher | 29 00 | 29 00 | 29 00 | 29.00 |
| Kiss-O-Meter (Exhibit) | 75 00 | | | |
| K O Fighter | | 175 00 | | |
| Love Clinic | 35 00 | | | |
| Lone Pilot (Mutoscope) | 75 00 | | | |
| Magic Pen | 100 00 | 100 00 | 100 00 | 100 00 |
| Midget Movies | | 125.00 | 150 00 | 150 00 |
| Midget Ski Ball (Chi Coin) | 199 50 | 199 50 225 00 | 199.50 | 199.50 |
| Monkey Shine Ray Pistol | | 175 00 | | |
| Nite Bomber (Kirk) | 150 00 | 185 00 150 00 | 150 00 | 150 00 |
| Operator | 225 00 240 00 | 225 00 240 00 | 225 00 290 00 | 225 00 240 00 |
| Photomatic (Mutoscope) | 495 00(late) | 650 00(late) | 650 00 | 650 00(late) |
| | 650 00 | 650 00 750 00 | 650 00(late) | 650 00 |
| | 650 00(late) | | | |
| Pistol Pete (Chicago Coin) | 69.50 100 00 | 100 00 115 00 | 100 00 115 00 | 100.00 115 00 |
| | 115 00 129 50 | 125 00 129.50 | 129.50 | 129.50 |
| Pitch Em & Bat 'Em (Scientific) | 100 00 185 00 | 140 00 185 00 | 140 00 125 00 | 140 00 185 00 |
| | | 195 00 | | |
| Pokerino (Scientific) | 99 50 | 99.50 125 00 | 99.50 | 99.50 |
| Pony Express (Exhibit) | 225 00 | 290 00 | 290 00 | 290 00 |
| Pro. Table (Edelson) | 75 00 | 75 00 | 75.00 | 75 00 |
| Pro-Scope | | | | 99.50 |
| Punch-A-Ball (Genco) | | 15 00 | 15 00 | 15 00 |
| Quizzer | 75 00 100 00 | 99 00 75.00 | 75 00 100 00 | 75.00 100 00 |
| | 110 00 | 100 00(2) | 110.00 | 10.00 |
| | | 110 00 | | |
| Rapid Fire (Bally) | 125 00 | 100 00 125 00 | 125 00 | 125 00 |
| Recordjo (Wilcox-Gay) | 120 00 150 00 | 74 00 120 00 | 120 00 150 00 | 99.50 120 00 |
| | | 150 00 | | 150 00 |
| Shipman Art Show | 99.50 | 49.50 | 69.50 | 99.50 |
| Shocker (Acme) | 24 50 | 29.50 | 24.50 | 24.50 |
| Shoot-o-Matic | | 150 00 | | |
| Shoot the Bear (Seeburg) | 275 00 295 00 | 275 00 295.00 | 125 00 | 229.50 265 00 |
| | 319.50 | 319.50 | 275 00(2) | 275 00 |
| | | | 295.00(2) | 295.00(2) |
| | | | 319.50 | 319.50 |
| Shoot the Moon | | 169 00 | | |
| Silver Bullet (Exhibit) | | 150 00 | 165.00 | 114.50 165 00 |
| Silver Gloves (Mutoscope) | | 250 00 | | |
| Six Shooter (Exhibit) | 165 00 179 50 | 150 50 165.00 | 165 00 179.60 | 165.00 179.50 |
| | 190 00 199 00 | 179.50 185 00 | 190 00 199 00 | 190 00 |
| | | 190 00 | | 195.00(2) |
| | | 199 00(2) | | |
| Skee Ball (Wurlitzer) | 150 00 | 150 00 | 150 00 | 150 00 |
| Skill Gun (ABT) | 99.50 | 39 50 | 39 50 | 99.50 |
| Skill Test (Groetchen) | | 69.50 | 99 50 | |
| Sky Fighter (Mutoscope) | 125 00 | 125 00(2) | 125.00 | 125 00 |
| Solar Horoscope | | 110 00 | | |
| Spot Pool | 60 00 | 60 00 | 60 00 | 60.00 |
| Standard Metal Typer | 300 00 | 300 00 | 300 00 | 300 00 |
| Star Series (Williams) | 64 50 75 00 | 72.50 100 00 | 100 00 139.50 | 100.00 139.50 |
| | 100 00 139 50 | 139.50 | | |
| Sub Gun (Keeney) | 125 00 | 125 00 | 125 00 | 125.00 |
| Submarine (Keeney) | 95 00 | 99 00 | 95 00 | |
| Super Bomb 2 (Evans) | 125 00 | 125 00 | 125 00 | |
| Target Skill (ABT) | 19 00 | 19 00 | 19 00 | 19.00 |
| Texas Hockey (United) | 70 00 99 00 | 70 00 95 00 | 70 00 95 00 | 10 00 99 00 |
| Telequiz | 99.50 139 00 | 135 00 139 00 | 139 00 169.50 | 139 00 169.50 |
| | 169 50 | 169 50 | | |
| Ten Strike (Evans) | 75 00 169 50 | 75 00 | 75.00 169.50 | 75.00 |
| Twin Pokerino | | | | 199.50 |
| Undersea Raider (Bally) | 95 00(2) | 95 00 145 00 | 99 00 | 95.00 |
| Voice-o-Graph (Mutoscope) | 425 00 525 00 | 425 00 529 00 | 425.00 525 00 | 425 00 |
| Western Baseball | 85 00 | 95.00 | 65.00 | 65 00 |
| Whee Gee Mystic | 35 00 | | | |


**SHUFFLEBOARDS**
New and near new National '49ers, $75.00 F.O.B. St. Louis. 20 and 22 ft. lengths. We have 50 on hand, must sell by October 20, 1952.
HAROLD HUDSON
2620 WOODSON ROAD ST. LOUIS, MO.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment age, time on location, territory and other related factors.

| | Issue of Sept. 20 | Issue of Sept. 13 | Issue of Sept. 6 | Issue of August 30 |
|---|---|---|---|---|
| ABC Bowler (Chicago Coin) | | $70 00 | | $70.00 |
| Ace Bowler (Chicago Coin) | $70 00 | | $70 00 | |
| Baseball (Bally) | 49 50 | 49 50 | 49 50 | 59 50 |
| Big League Bowler (Keeney) | 185 50 | | 185 00 | 185 00 |
| Bowling Alley, 2 player (Chicago Coin) | | 59 00 | | |
| Bowler (Chicago Coin) | 40 00 | 40 00 | 40 00 | 40 "0 |
| Bowler, 4 player (Keeney) | 225 00 | 225 00 | 225 00 | |
| Bowlette (Gottlieb) | 24 50 | 24 50 25 00 | 24 50 | 24 50 |
| Bowling Alley (Chicago Coin) | 49.50 | 49 50 | 49 50 | 49 50 |
| Bowling Alley, 6 Player (Chicago Coin) | 245 00 319.50 | 295 00 519.50 | 295 00 319 50 | 285 50 295 00 319.50 |
| Bowling Champ (Keeney) | 95 00 | | | 95 00 |
| Bowling Champ, 2 player (Keeney) | 95 00 | 49 00(2) | 95 00 | 95 00 |
| Bowling Classic (Chicago Coin | 70 50 109 50 | 70 00 109 50 | 70 00 109 50 | 70 00 109 50 |
| Bowling League (Genco) | 24.50 | 24.50 | 24 50 | 29 50 |
| De Luxe League Bowler Keeney) | 295 00(2) | 295 00(2) | 295 00(2) | 295 00(2) |
| Deluxe Bowler (Williams) | 299 50 329 50 45 00 49 50 | 299 00 329 50 45 00 49 50 | 319 50 329 50 45 00 49.50 | 329 50 45 00 49 50 |
| Double Deluxe Shuffle Alley (United) | | 70 00w/p | 70 00w/p | 10 00w/p |
| Double Bowler (Keeney) | | 125 00 79 00 125 00 | 125 50 | 125 00 |
| Double Header (Williams) | 24 50 35 00 | 35 00 44 50 | 35 00 45 00 | 35 00 50 00 |
| | 45 00 60 00 | 45 00 60 00 | 60 00 75 00 | 59 50(2) 60 00 |
| | 65 00 79.50 | 75 00 79 50 | 79 50 | 79.50 |
| | 50 00 | 50 00 | 50 00 | 50 00 |
| Double Shuffle Alley (United) | | | | |
| Double Shuffle Alley Express Rebound (United) | 139 50 | 139 50 | 139 50 | 139.50 |
| Five Player Shuffle Alley (United) | 245 00(3) | 245 00(3) 254.50 269 00 | 245 00(3) | 245 00(3) |
| Four Player Shuffle Alley (United) | 220 00(2) | 219 00 220 00(2) | 220 00(2) | 220 00(2) |
| Glider (Genco) | | 39 00 | | 29 00 39 50 |
| Hi Score Bowler (Universal) | 179.50 | 145 00 179.50 | 145 00 179.50 | 145 00 179.50 |
| Hook Bowler (Bally) | 175 00 | 49 00 175 00 | 175 00 | 175 00 |
| League Bowler (Keeney) | 150 00 165 00 185 00 | 150 00 165 00 185 00 | 150 00 165 00 185 00 | 150 00 165 00 185 00 |
| League Bowler, 4 Player (Keeney) | 139 50 195 00 | 139.50 175 00 195 00 | 175 00 195 00 | 195 00 225 00 |
| League Bowler, 6 player (Keeney) | 255 00 | 255 00 | | |
| Match-A-Score Free Play (Banner) | 160 00 | 160 00 | 160 00 | 170 00 |
| Match-A-Score Novelty Play (Banner) | 110 00 | 110 00 | 110 00 | 120 00 |
| Pin Boy (Keeney) | 24 50 | 24 50 | 24.50 | 24.50 |
| Shuffle Alley (United) | 24.50 29 00(2) | 24 50 29 00(2) | 24.50 29.50(2) | 24.50 29.00(2) |
| Shuffle Alley DeLuxe 6 Player (United) | 335 00 375 00(2) | 335 00 375.00 | 835 00 875 00 | 339 00 |
| Shuffle Alley Express (United) | 49 00 49.50 50 00 | 45 00 49 00(2) 49.50 50 00 | 45 00 49 00 49.50 | 45 00 49 00 49 50 50 00 |
| Shuffle Alley Express 7 Player (United) | 139 50 | 139 50 | 139 50 | 139.5 |
| Shuffle Alley 8 Player (Genco) | | 149 50 | 149.50 | 149 5 |
| Shuffle Alley 6 Player (United) | 265 00(2) | 265 00(2) | 265 00(2) | 265 00 275 00(2) |
| Shuffle Baseball (Chicago Coin) | 25 00 45 00 | 25 00 45 00 | 25 00 45 00 | 25 00 45 0 |
| Shuffle Bowler (Bally) | 29 50 29 00 | 24 50 29 00 | 29 50 29 00 | 24.50 29 00 29.50 |
| Shuffle Champ (Bally) | 75 50 | 75 00 89 00 | 75 00 | 75 0 |
| Shuffle Horseshoe (Chicago Coin) | 129 50 | 129 50 | 129.50 | 129.50 |
| Shuffle Lane (United) | 24.50 | 24 50 | 29.50 | 24.50 |
| Shuffle Lane Rock Ola) | 29 00 | 29 00 | 29 00 | 39 00 |
| Shuffle Line (Bally) | 49.50 115 00 | 49 50 115 00 | 49 50 115.00 | 115 00 |
| Shuffle Slugger (United) | 125 00(2) 70 00 75 00 | 125 00(2) 70 00 75 00 79 50 | 125 00(2) 70 00 75 00 79 50 | 125 00(2) 70 00 75 00 0 50 |
| Shuffle Target (Genco) | 80 00 119 00 | 90 00 119 00 129 50 139 00 | 90 00 119 00 129 50 | 90 00 119 00 129 5 |
| Single Shuffle Alley Rebound (United) | 70 00 59 50 90 00 | 70 00 49 50 90 00 | 70 00 59 50 90 00 | 70 00 59.50 40 00 |
| Slow Alley (United) | 70 00 79 50 | 49.50 70 00 79 50 | 70 00 79.50 | 70 00 79 50 |
| Speed Bowler (Bally) | 39 00 49.50 | 25 00 39 00 49 00 49 50 | 49 50 | 39 00 49.50 |
| Strike (Exhibit) | 350 00 49.50 | 350 00 49.50 | 350 00 50.50 | |
| Super Deluxe Twin Bowler (Universal) | 95 00 | | | |
| Super Shuffle Alley (United) | | | 90 00w/p | 25 00 40.00w/p |
| Super Bowler (Universal) | 69 00(2) 109 50 | 69 00(2) 109 50 | 69 00(2) 109 50 | 69 00(2) 109.50 |
| Ten Pins (Keeney) | 24 50 | 24 50 | 24 50 | 24 50 |
| Trophy Bowl (Chicago Coin) | 119 50 | 119 50 | 119 50 | 119.50 |
| Twin Bowler (Universal) | 49 00 49.50(2) | 49 00 49.50(2) | 49 50 49.50(2) | 49.50 |
| Twin Shuffle Alley Rebound (United) | 145 00(2) 165 00 | 145 00(2) 165 00 | 24 50 120 00 145 00(2) 165 00 | 120 00 145 00(2) 165 00 |
| Twin Shuffle (Williams) | 29 50 25 00 | 24 50 29 00 | 29 00 | 29 50 |
| Two Shuffle-Alley (United) | 110 00 195 00 | 110 00 195 00 | 120.50 195 00 | 120 00 195 00 |


BETTER BUY FROM BANNER

BETTER BUY from BANNER

BINGO GAMES
NEW
UNITED
CIRCUS

BINGO TYPE GAMES
USED

| | |
|---|---|
| Bolero | $330 |
| Five Star 15 Card Bingo (Type) | 170 |
| 3-4-5 (Bingo Type) | 240 |
| Zingo | 314 |

ARCADE EQUIPMENT
NEW

| | |
|---|---|
| Auto Photo | Write |
| Spot Pool Coin Operated Pool Table | $ 00 |
| Dalled Team Hockey | 90 |

USED

| | |
|---|---|
| Auto Photo | Write |
| Bat A Score | $190 |
| Bowl-O-Matic | 390 |
| Exhibit Big Bronco | Write |
| Grip Meter Deluxe | 100 |
| Panoram Solo-Vue | 240 |
| Pitch 'Em A Ball 'Em | 160 |
| Quitzer | 110 |
| Spot Pool | 90 |
| Total Ball | 90 |
| Uniniff Team Hockey | 190 |
| Wilcox Gay RecorPlegrams | 186 |

PIN GAMES
USED

| | |
|---|---|
| Blue Skies | $ 40 |
| Buccaneer | 90 |
| Caravan | 220 |
| Crossroads | 210 |
| County Fair | 230 |
| Eight Ball | 190 |
| Fighting Irish | 190 |
| Four Stars | 210 |
| Georgia | 100 |
| Neyburner | 210 |
| Hits A Runs (Gott.) | 100 |
| Jalopy | 240 |
| Just 21 | 40 |
| Knockout | 90 |
| Lucky Inning | 80 |
| Melorettes | 190 |
| Mercury | 90 |
| Oasis | 90 |
| Olympics | 319 |
| BoP Shoes | 90 |
| Punchy | 90 |
| Babes Hood | 30 |
| Select A Card | 40 |
| Shanty Town | 80 |
| Shoo Shoo | 100 |
| Slap Fest | 190 |
| South Pacific | 100 |
| Steepie Cheese | 280 |
| Step & Go | 90 |
| Sweetheart | 90 |
| Tempico | 90 |
| Thing | 90 |
| Tri-Score | 90 |
| Wisconsin | 90 |

NEW

| | |
|---|---|
| Gottlieb Skill Pool | Write |
| Williams Paratrooper | Write |

VENDING
NEW

| | |
|---|---|
| Bradley Carbonated Drink Vendor, 2 Flavor, 7000 Cup Capacity | $000 |
| Cigarettal, 3 Col. | 00 |
| Cigaromat, 6 Col. | 84 |
| Rowney Cigarette Vendor | Write |

Immediate Delivery All Items This Ad. Prices F.O.B Philadelphia.

NEW
BANNER'S Original Match'a'Score (Novelty Play) ..... $160
BANNER'S Original Match'a'Score (Free Play) ..... 210
UNITED Star Shuffle Alley Immediate Delivery ..... Write
UNITED Super Six-Player. Immediate Delivery ..... Write

NEW CONVERSION
UNITED
LITE-A-SCORE
Will convert any United Shuffle Alley into a MATCH A-SCORE Game $57.50

UseP

| | |
|---|---|
| BANNER'S Original Match-A-Score Novelty Play | $110 |
| BANNER'S Match-A-Score Free Play | 160 |
| Chicago Coin Ace Bowler | 70 |
| Chicago Coin Bowler | 00 |
| Chicago Coin Classic | 00 |
| Dance Shuffle Target | 00 |
| Shuffle Alley Express | 00 |
| Single Shuffle Alley BabounP | 70 |
| Single Shuffle Alley Rebound w/Formica | 90 |
| United Double Shuffle Alley | 00 |
| United Shuffle Alley Double Deluxe Fly Away Pla Ceaversion | 70 |
| United Shuffle Slugger | 70 |
| United Skee Alley | 70 |
| United Twin Shuffle Code | 110 |
| Universal Super Deluxe Twin Bowler | 95 |
| Williams Double HeaPer | 00 |

MUSIC
AMI
DISTRIBUTOS
WESTERN
PENNSYLVANIA
TERRITORY

1/3 Certified Deposit, Balance C.O.D. or S/O Full Payment Saves C.O.D. Charges.

BANNER SPECIALTY COMPANY
199 W. Girard Ave. • Philadelphia 23, Pa. • GArfield 3-2700
Branch: 1508 Fifth Avenue Pittsburgh 19, Pa. Grant 1-1373
Endorsing only the very best since 1917

Wico's MAJOR LEAGUER
Scientifically Engineered, Field-Tested, AUTOMATIC BASEBALL PITCHING UNIT
$1095.00 per unit

5-BALLS
NEW
UNITED CIRCUS
Dance "400"
Chi. Big Hit
Chi. Skill Pool
Wms Paratrooper

RINGO

| | |
|---|---|
| Spot Lite | $400 |
| Zingo | 300 |
| Bolero | 325 |
| Bright Lights | 295 |
| A.B.C. | 195 |
| S-Stars | 175 |
| Lite-a-Lina | 175 |

| | |
|---|---|
| Touchdown | $375.00 |
| County Fair | 375.00 |
| Sweetheart | 350.00 |
| Basketball | 186.50 |
| Fighting Irish | 218.50 |
| Sweetheart | 188.50 |
| Oasis | 109.50 |
| Harvest Time | 189.50 |
| PlayionP | 184.00 |
| Hot SoP | 89.50 |
| Dreamy | 89.50 |
| Arizona | 99.50 |
| Thing | 99.50 |
| Lucky | 89.50 |
| On-Icer | 99.50 |
| Rocket | 99.50 |
| Tri Score | 89.50 |
| Bank-a-Ball | 98.50 |
| Reno | 94.50 |
| Freshie | 94.00 |

| | |
|---|---|
| Mercury | $ 99.50 |
| Campus | 94.50 |
| College Daze | 89.50 |
| Tahiti | 89.50 |
| Shantytown | 89.50 |
| So. Pacific | 89.50 |
| Lucky Inning | 84.50 |
| Gaston | 99.50 |
| MarylanP | 84.50 |
| Utah | 84.50 |
| Double Shuffle | 84.50 |
| Tempico | 84.50 |
| Champion | 79.50 |
| Quarterback | 79.50 |
| AquaceaPe | 79.50 |
| Oklahoma | 74.50 |
| Playtime | 76.50 |
| Relax | 79.50 |
| Buffalo Bill | 74.50 |
| Bowling Ch | 79.50 |
| Majors, ex '98 | 76.50 |
| Selectorama | 76.50 |
| Just 21 | 99.50 |
| Buccaneer | 84.50 |
| Bonnacie Bill | 84.50 |
| Triple Action | 89.50 |
| Baby Face | 88.50 |
| Yanks | 89.50 |
| All Babe | 89.50 |
| Ballerina | 49.50 |
| Thrill | 88.50 |
| Bandeaveau | 88.50 |
| Sunny | 49.50 |
| Disme | 49.50 |
| Cinderella | 49.50 |
| Magic | 88.50 |
| Rally | 49.50 |
| Moonglow | 49.50 |
| Caravel | 99.50 |

ARCADE

| | |
|---|---|
| AUTO-PHOTO | |
| AMER BANK SHOT | |
| EXH. BIG BRONCHO | |
| EXH. JET GUN | |
| CHI. 4 PLAYER DERBY | |
| ABT RIFLE SPORT | |
| Chi 4 Player Derby | $198 90 |
| Exh. Jet Gun | $49.00 |
| Mute. Photo-matic. Bell | 650 00 |
| Mute Voice-o-Gram, 25¢ | $26 00 |
| Chicoin Basket-ball Champ | 275 00 |
| 8x Ten Strike, Like New | 100.50 |
| Shoot The Bear | $10 00 |
| Chi Hilltop Skee Ball | 189 00 |
| Chi Pistol | 129.50 |
| Star Series | 129 50 |
| Metc. 13 Way Alh Scale, New | 99 50 |
| Telegun A Film | 100 50 |
| Foot VIPrater | 110 50 |
| Wms. All Stars | 109 50 |
| Jack Bobbit | 109 50 |
| Chicken Sam, Rebuilt | 180 00 |
| Pokerino | 99.50 |
| Exh. Gals Gun | 94 50 |
| Quarterback | 89 50 |
| Fish Hockey | 75.00 |
| Heavy Hitter | 69 00 |
| Shipman Art | |
| Show B Film | 49 50 |
| Mercury Counter | |
| Grip, New | 84 50 |
| ABT Challenger | 29 50 |
| Acme Shocker | 26 00 |
| ABT Skill Gun | 39.50 |

CIGARETTE VENDERS
FACTORY REBUILT 25c, 1 KING SIZE COL

| | |
|---|---|
| Uneedanek, Mod 500, 7 Col. | $180 |
| Bowe Boyal, 8 Col. | 180 |
| Bowe Bantam, 10 Col | 160 |
| National 630, 9 Col | 135 |
| Bowe Crusader, 10 Col | 125 |
| DuBrenner Champion, 11 Col. | 125 |
| Bowe Presideal, 10 Col | 155 |
| National Model 650, 9 Col. | 165 |

NEW CLOSEOUTS
Chi King Pin $300
Horsefeathers 350

SHUFFLE GAMES
UNITED 6-PLAYER STAR S. A., 8 or 9 Ft.
UnitP DeLuxe 6-Player ..... $375.00
Chicoin 10th Frame Bowler, 6 Player
UNITED 6-PLAYER SUPER SHUFFLE ALLEY
Star Bowler, 10', 3-player, wood balls $300 00
Exhibit Super Twin Solation Write for Prices

Formica Tops Installed on United and Chicoin Shuffle Games—$15.00 extra

| | |
|---|---|
| United DeLuxe 6-Player | $375 00 |
| United 5-Player | 005 00 |
| United 4-Player | 220 00 |
| UNITED TWIN REBOUND | 165.00 |
| UnitP Twin ShuffleaPe | 190 00 |
| Un. Double SA Express Rebound, 8' | 139 00 |
| United Skee Alley | 79 00 |
| Un. 3-Player SA Express | 120 00 |
| United Single SA Rebound | 80 00 |
| Unity Super Twin Bowler | 150 00 |
| Chicoin 4-Player, Formica Top | 310.50 |
| Chicoin Shuffle Horse Shoes | 129 00 |
| Chicoin Bowling Classic | 110 00 |
| Chicoin Trophy Bowl | 119 00 |
| Bally Hook Bowler | 175 00 |
| Bally Shuffle Line | 125.00 |
| Keeney DeLuxe League Bowler | 329 95 |
| Bensey League Bowler, 4 Player | 195 00 |
| Keeney Double Bowler | 125 00 |
| Wms Double HeaPer | 70 95 |
| Genco Shuffle Target, 10' or 8' | 129 50 |
| Genco 8-Player Shuffle Table | 149 00 |

VENDERS

ACORN VENDOR, 1¢ or 5¢ $14.95

| | |
|---|---|
| Marion Scale | 89 00 |
| Silver King | 13 90 |
| 25¢ Bazar Blade | 19 90 |
| S K Hot Nut | 86 95 |
| H W 60. 1¢, 5¢ 72 Bar | 17.00 |
| 3-Select-H | 00 00 |
| De Luxe, 1-5¢ | 24 00 |
| N W Tab Gum | 25.95 |
| 53 Bell Gum | 7.50 |
| N W Stamp | 89 00 |
| U Pop-It | 190 00 |
| SMORESHOP 612 CUSTOM | $245 00 |

1-BALLS
Bally Sunshine Park
Bally Futurity

| | |
|---|---|
| Turf King | $175 00 |
| Winner | 175 00 |
| Champion | 89 50 |
| Citation | 79.50 |
| Golf Cup | 58 50 |
| Jockey Special | 54 50 |
| Special Entry | 49.50 |

UNITED 8 Genuine FORMICA TOPS
8' Size $18.50
8' Size $19 50
Minimum Order—6 Tops.

SPECIAL! WMS. MOSIC MITE $99.50

Empire Coin MACHINE EXCHANGE
1013-14 MILWAUKEE AVE. • CHICAGO 22, ILL.

BINGO GAMES

| | |
|---|---|
| UnitP Stars | Write |
| Bright Spot | $349 00 |
| Bright Light | 249 00 |
| Atlantic City | Write |
| New GottleP Skillpool | Write |
| Gottlieb Knockout | 99.50 |
| Gottlieb Sharpshooter | 79.50 |
| Watch My Line | 129.50 |
| Bosco Tri Score (New) | 100.00 |
| Cal Coin Pitch Ball (New) | 79.90 |
| Exhibit Jet Gun | 375.00 |
| Exhibit Six Shooter | 179.50 |
| Dale Guns | 89.50 |
| Turf Kings | 104 00 |

WRITE, WIRE, PHONE
CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. High Columbus 15, Ohio
Phone AD. 7254

COBRA CARTRIDGES
Resigned and Resurfaced, 75¢ each.
ORIGINAL PERFORMANCE GUAR.
ANTEED. 10 Days' Service Via Air Mail
ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

EVERY PIECE GUARANTEED
YES, WE HAVE THEM NOW
★ BRIGHT LIGHTS ★ BRIGHT SPOTS ★ SPOT LITES ★
★ ATLANTIC CITY ★ PALM BEACH ★
One Balls

| | |
|---|---|
| FUTURITY | WRITE |
| TURF KING | $1E4 50 |
| WINNER | 74 50 |
| CHAMPION | 49 50 |
| CITATION | 24 50 |
| GOLD CUP | 22 50 |
| JOCKEY SPECIAL | 22 80 |
| SPECIAL ENTRY | 17.50 |

Miscellaneous Equipment

| | |
|---|---|
| BALLY'S HORSE CHAMPION | WRITE |
| C. C. 4 PLAYER DERBY | WRITE |
| MINSTREL MAN | $124 50 |
| KNOCK OUT | 74 50 |
| FLYING SAUCERS | 64 50 |
| QUE ETTE POOL TABLE | 74.50 |
| EXHIBIT SIX SHOOTER | 124 50 |
| EXHIBIT JET GUN | 194.50 |

ONE-THIRD DEPOSIT, BALANCE EIGHT DRAFT.
PARKER DISTRIBUTING CO.
211 8TH AVE., S., NASHVILLE, TENN PHONE, 4-0194 OR 42-1231

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in The Billboard

Order NOW at LOW Subscription Rates
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes ☐ Please send me The Billboard for one year at $10.
Foreign rates upon request.
756
Name .....
Address .....
City ..... Zone ..... State ....
Occupation .....

WILLIAMS
**PARATROOPER**
Captures locations everywhere! It's different, with bullet-like action for steady repeat play. Ride reflexer channels, Bi-score game, free play, automatic skippers, 4 paratroopers. It's sensational — and how. Contact us today, you'll find it will pay!

BALLY
**FROLICS**
Sensational new 6-card game with super score features. Extra ball feature and skill shot feature are different! Many other new attractions. A PEPPY BOOSTER for any location. See it now at World Wide.

MISCELLANEOUS
**ARCADE GAMES**
Exhibit BALE RUN $ 00
DOUBLE HEADER 75
Rooney BOWLING CHAMP 75
Bally TURF KING 145
Chi Coin BASKETBALL CHAMP 100
Scientific BATTING PRACTICE 75
Ch. Coin BOALER 95
Exhibit RIFLE-O-METER 100
LOVE FILET 75
UNDERSEA RAIDER 95
WHEE GEE MYSTIC 35
ART PORTRAITS 35
THE LOVE CLINIC 35

GENUINE DE LUXE
**FORMICA TOPS**
The only original Formica Top with original silk screened playing instructions. New Low Prices—Volume is what we want. Why refinish playfields when Formica Tops are so economical. For all United, Chicago Coin, Universal and Rooney games. Includes Can at Special Give
6' & 7' Cim $16.95 Lots of Five or More $15

NEW GAMES
Bally CHAMPION HORSE
Gence "400"
United 6 Player STAR BOWLER
Gottlieb SKILL POOL

LONG BEACH WILLIAMS
Terrific scoring maker. Exceptional player appeal. Don't miss this game!

ACE
**COIN COUNTER**
1953 model. Precision operation. Tubes, meter tray. Counts, 1¢, 5¢, 10¢, 25¢.
Only ..... $159.50

WANT TO BUY
FOR CASH
BALLY
Bright Spot
Coney Island
WILLIAMS
Haryburners
Spark Plug
Jalopy
Super World Series
Deluxe World Series
Late Shuffle Games
Late Pin Games

WORLD WIDE DISTRIBUTORS
Phone: EVergreen 3-2300
2330 N. Western Ave. Chicago 47

Add New Life to Your Old Shuffle Alleys
WITH MATCH THE WHEEL
Greatest MATCHING Shuffle Alley CONVERSION UNIT
ONLY $42.50 COMPLETE
OTHER FEATURES
• 25 numbers to match 5 stars
• Multi-colored lights screened Wheel and background with space for high score Bowled for high score & Highest Scores matched
• Stunning polished cabinet
• Foolproof operation! fully location tested
• All factory precision parts
• Lowest price
• Coin Spins Colorful Wheel—Arrow Stops at Number to match
• Remarkable Play Stimulator—New Action Principle Commands Attention
• Installed in Minutes on Location—Only Two Wires to attach
• Fits All Alleys
IMMEDIATE DELIVERY
Phone—Wire—Write Today
Send 1/3 Deposit With Order, Balance C O D
KINGS AMUSEMENT COMPANY
1505 Coney Island Ave., Brooklyn 30, N. Y.
ESplanade 7-0787
Distributors Territory Available

for better buys buy McGinnis
YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

| | | | |
|---|---|---|---|
| Comal Caravan | $ 65 00 | Lite-A Lites | $125 00 |
| Thrill | 25 00 | Hits A Runs | 60 00 |
| Celestine | 25 00 | Carnets | 60 00 |
| Champion (CC) | 70 00 | Bomber | 80 00 |
| Citation | 27 00 | Knockouts | 100 00 |
| Bowlins Champ | 75 00 | Harvest Time | 90 00 |
| Golden Gloves | 100 00 | Hifty | 110 00 |
| Punchy | 100 00 | Pinky | 100 00 |
| Winners | 95 00 | Sharpshooter | 90 00 |
| Double Ricochet | $90 00 | | |

BOWLING GAMES
Keeney League Bowler $100 00 | Reesey Ring Pin $50 00
We Shall Be Pleased to Demonstrate This Neo Equipment
Reesey Electric Cigarette Vendor
Reesey Refrigerated Sandwich Machine
Keeney DeLuxe 4-Way Bowler Reesey 4-Way Bowler
Keeney 4-Way Hi-Score Bowler Reesey Television
Sunshine Park—Skill Pool—Pretic
Established 1913
ROY McGINNIS CORP.
2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1600

BOTTOM PRICES
THOROUGHLY CONDITIONED EQUIPMENT
• SEEBURG M-100A $599.50 • WURL. 750 E .....$ 79.50
• KEENEY DeLuxe LEAGUE ROWLER 299.50 • UNIV. 5-STAR ..... 129.50
WANT TO BUY: Late Model Phonos, Bingos, Pins. State quantity, condition, price in first letter.
COVEN distributing company
3101 Elston Chicago 18, Ill.
INdependence 3-2210
EXCLUSIVE DISTRIBUTORS OF WURLITZER PHONOGRAPHS

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY! . . . see page 3 for rates


# Coinmen You Know

• Continued from page 92

## Pittsburgh

possible 43 operating at Greater Pittsburgh Airport, July revenue totaled $56,037, with total revenue from rentals received by the county totaling $97,117. Dimes dropped in the turnstile alone amounted to $13,395.

**William F. Hamel**, divisional sales manager, Cole Products Company, reports vending machines at drive-in theaters do a rushing business during intermisssion periods when as many as 200 persons line up to get refreshments fast.

**Raymond Watts**, Mills Automatic Merchandising, reports chain accounts enable higher commissions on sales since they sell volume and keep up grosses.

**Harry Optar**, long-time penny man with machines all over Western Pennsylvania vending nuts and gum, was a guest at the Maryland Hotel in Atlantic City . . . **Howard Johnson's** on the Pennsylvania Turnpike has gone in for vending cones, with the place so crowded customers have to patronize the open air snack bar where they "stand and grab" . . . There are plenty of 100-record juke machines across the Turnpike, and the machines apparently are going much of the time.

In East Liberty, a spot at Penn and Highland Streets has had heavy play on 100-record boxes. The location appears to have at least 40 wall boxes. . . . Verscharen's Food Center is vending films. The machine takes two quarters, and the change comes back taped to the film package. Set-up looks like a revamped cigarette machine. **Mr. and Mrs. Phil Greenberg**, hurt recently in an auto accident on the Pennsylvania Turnpike, are "coming along satisfactorily." Phil is head of Atlas Music here. . . . **Elmer Willaits** reports every effort is made to get good juke box tunes plugged on the air first. . . **Dan Feldman** of Stanton Distributors believes picking up "stray" locations doesn't mean much if one is trying to expand in one direction and keep transportation costs down.

**Leon Puechaledes**, Capitol Vending, is remodeling.

## Miami

The principal topic of discussion among coinmen the past humid days has been the forthcoming second annual banquet and dance of the Amusement Machine Operators Association November 29 at the Saxony Hotel, Miami Beach. Committeeman **Joe Mangona**, **Dave Shedd**, **Buster Anchall** and **David Feldman** are working hard to make the event a success. A souvenir journal is in the making, and efforts are being made to line up theatrical talent appearing in the area at that time.

**Harry Goldberg**, H & G Vending Company, returned from a vacation to Lake Washington, near Melbourne, Fla. An avid fisherman, Goldberg had an equally rebid angling partner, Pappy Cox, of Flamingo Music Company, West Palm Beach. The two caught 20 bass before a strong northeast wind forced them to quit for the day.

**Ken Willis**, Bush Distributing Company, no sooner returned from a vacation trip to Canada than he was on the road again—this time on a selling trip along the West Coast of Florida. . . . **X. Y. Zaverly**, Radio Center coinman, is on vacation. **Al Borrison**, Al's Music Company, Key West, and his wife were in town on a combination business-pleasure trip.

**Manny Brookmire**, Mercury record distributor, spent some time with **Charley Canior**, former head of the Amusement Machine Operators' Association of Cleveland, while the latter was vacationing at the Sea Gull Hotel, Miami Beach. . . . There is such a high degree of harmony among members of the local AMOA that **Jimmy Bonnin**, business manager and arbitrator, has had little to do.

**Overton Ganong**, Florida Record and Music Company, says local juke box operators are buying in volume "Meet Mister Callaghan" and "Somewhere Along the Way" on the Capitol label. Ganong expects all the local record distributors to show up en masse at the AMOA banquet in November. . . . **Guy Hunter**, Hunter Music Company, West Palm Beach, is visiting in Mississippi where he owns a hotel.

**Jack McGriff Jr.**, son of the West Palm Beach coin machine operator, is recuperating from an attack of polio . . . **Gleason Stambaugh**, Florida Music Company, West Palm Beach, and his wife have returned from a vacation in the North.


It's Terrific!
TWIN ROTATION
Brilliant Shuffle Pool
Coin Strong!
SET SHOT
Fast Basketball
For a choice operator's location piece or a complete amusement arcade
we invite your inquiries, confident that we can meet your needs with full satisfaction.
Fortune Telling and Card Vending Machines and Supplies included in Our Catalog FREE Upon Request
MIKE MUNVES
577 Tenth Ave. (at 42nd St.)
New York 18, N.Y. BRyant 9-6677
40 YEARS SERVICE • EST. 1912

BRIGHT LIGHT .....$239.50
BRIGHT SPOT ..... 324.50
CONEY ISLAND ..... 314.50
SPOT LIGHT ..... 349.50
TURF KINGS ..... 119.50
1/3 Dep., Balance Sight Draft.
KRAMER DIST. CO.
725 Camp St. New Orleans, La.
Tel.: Tulane 6730

SPECIAL!
"POP" CORN SEZ 10¢ VENDORS
RECONDITIONED LIKE NEW!
WRITE
SPECIAL—PANORAMS
Guaranteed Reconditioned WRITE.
NEW ROCK-OLA SHUFFLEBOARD TOPS ..... $135
Bally Frolics NEW—WRITE
Circus Ex. Super Twin Rotation
Skill Pool Keeney High Score
Ster Shuffle Alley Leap Bowl
Gence "400" Exhibit Big Bronco
Chicago Coin 10th Inning & Match Bowler
RECONDITIONED EQUIPMENT

| | | | |
|---|---|---|---|
| Bright Spot | $265 | Spot Lite | $416 |
| Coney Island | 345 | Turf King | 199 |
| Leader | 225 | 5-Stars | 125 |
| Polaris | 300 | A-B-C | 195 |

SPECIAL! Heh. 9-ft Clg. Machine, Pachy. Recond. ..... $100.00
WRITE FOR COMPLETE LIST
CLAYT NEMEROFF & CHARLEY PIERI
MONARCH COIN MACHINE, INC.
2257-59 N. Lincoln Ave., Chicago 14, Ill.
Phone: Lincoln 9-3996-7-8

READY FOR LOCATION!

| | |
|---|---|
| ATLANTIC CITY | $469.50 |
| SPOT LITE | 389.50 |
| LITE-A-LINE | 149.50 |
| 5-STARS | 129.50 |
| Exh Oasis | $ 89 00 |
| Exh Playland | 89 00 |
| Wms. Masterpiece (New) | 215 00 |
| Seeburg 148 att. | 260 00 |
| Rock Ola 1422 (Blond) | 135 00 |
| Wurlitzer 915 | 175 00 |
| Wurlitzer 950-B | 75 00 |
| Rowe 8-Cat Candy Vend | 69 50 |
| Hart 4-Cat Cand Vend | 89 50 |
| C-8 Elec Cig Vender | 189 00 |
| Watling Jr Scale | 65 00 |

NEW
Skill Pool—Paratrooper—Big Hit—Super Twin Rotation — Bally Frolics — United Circus and others.
Terms: 1/3 Deposit, Balance C.O.D.
Write for List New and Used
IRV OVITZ
ACME-INTERNATIONAL DISTRIBUTORS
Phone WHitehall 5-0815, Irv Ovitz
2027 N. Halsted St. Chicago 14, Ill.

NEW
Star Shuffle Alley
Chi Coin Match 7 Bowl
4-Player Derby
American Bank Shot
Keeney High Score
League Bowler

| | |
|---|---|
| Rock-Ola 1422 | $100 |
| Evans Constellation | 425 |
| Seeburg 148 Blond | 375 |
| Seeburg M-100A | 495 |
| AMI Model C | 350 |
| AMI Model A | 350 |
| AMI Model B | 650 |
| Wurlitzer 1250 | 425 |
| Wurlitzer 1100 | 225 |
| Wurlitzer 1015 | 495 |
| Rock-Ola 1422 | 445 |
| Mills Constellation (wood) | 195 |
| Reconditioned-Refinished | |

NEW
Wms Paratrooper
United Stars
Twin Rotation
18ft Pace Bowler
Gotlieb Skill Pool
Big Broncho

Terms: 1/3 Dep., Balance C O D
Foreign Buyers—Write for Latest Postwar Phonograph Catalog
KEENEY ELECTRIC CIGARETTE MACHINE—IMMEDIATE DELIVERY!
ATLAS MUSIC COMPANY
2200 H WESTERN AVE CHICAGO 47 ILLINOIS Phone Armitage 6-5005

Bingo Games

| | |
|---|---|
| Bright Lites | $246 50 |
| Coney Island | 315 50 |
| Spot Lites | 526 50 |
| Atlantic City | 426 50 |
| Palm Seeds | 486 50 |

One Balls

| | |
|---|---|
| Citation | $ 24 50 |
| Champion | 49 50 |
| Turf King AB Senior | 126 50 |

Arcade

| | |
|---|---|
| Seeburg Beo Gun | $226 50 |
| Williams Jalopy | 226 50 |

Music Machines

| | |
|---|---|
| AMI "C" | $450 00 |
| $1-52 Rock-Ola | 826 50 |
| 50-51 Rock-Ola | 476 50 |
| 1015 Wurlitzer | 156 50 |
| 750 Wurlitzer | 69 50 |
| 1080 Wurlitzer | 149.50 |

Pin Games

| | |
|---|---|
| Gottlieb Buccaneer | $ 49 50 |
| Gottlieb Bermuda Bill | 26 50 |
| Gottlieb Buttons & Bows | 56 50 |
| Gottlieb Double Shuffle | 86 50 |
| Gottlieb Jack & Jill | 26 50 |
| Gottlieb Stagecoach | 86 50 |
| Gottlieb Minstrel Man | 169 50 |
| Williams Freshie | 84 50 |
| Williams Hi Pose | 29.50 |

WE ARE MAKING DELIVERIES ON BALLY SUNSHINE PARK & FADLIC
ROCK CITY AMUSEMENT CO.
125 SIXTH AVE. N PHONE 6-8371 NASHVILLE TENN
DISTRIBUTORS FOR BALLY MFG—ROCK-OLA MFG CO

dollar for dollar a better buy!
Atlantic's TRIPLE TEST GUARANTEED
RECONDITIONED MUSIC EQUIPMENT
The finest reconditioned coin-operated phonographs—ready to operate perfectly on location!
Send for list or visit your nearest Atlantic office
ATLANTIC NEW YORK CORP.
Exclusive Seeburg Distributors
583-10th Avenue • New York 36, N.Y. Phone: Chickering 4-7780
Branches in Newark, N. J., and Hartford, Conn.

Electric Scoreboards
Overhead, 15-21 pts. Norsecaller $125 ea.
15-21-50 pts. Well Model 15-21 pts. and 15-21 90 pts. $95.00 ea.
Fiver Shuffleal. Lights (set of 4) $12.00
Shot Scorepads, Ea. .25
Pools (set of 8).... 10.50
Oil Fused Fuses.... 1.49
Wax, Bot. 2.00
Telequis & Film .... 60.50
C.C. Scales .... 69.50
Bally Shuffle Lite 99.50
Keeney 4-Pl. Leag. Bowler, C.P. 139.50
6" New Side Cushion Shuffleboards .... 80.50
22' Maple Tops, brand new, crated 80 00

NEW 22' SHUFFLEBOARD, Maple Top, Complete, Crated ..... $169.50
Rwik Shot Shine Mach. 81 A Br. 54.50
New 9" Jumbo Pin Conv. 19.50
Gat 16 Games .... 69 00
Gottlieb Telecord 54.50
Gat Bowling Champ 89 50
C C Football .... 99 00
C C Super Hockey 54.00
C C Bally .... 29.50
C.C. Catalina .... 29.50

Ex. Swanee .... $54.00
Ex. Campus .... 79.50
Bonco Mercury .... 69.50
Atlantic City .... 499.00
United Stars .... 099.50
5 Star .... 100.50
Bright Lights .... 279.50
Bright Spot .... 349.50
Coney Island .... 349.50

BINGO GAMES

| | |
|---|---|
| Lite-A-Line | $134.50 |
| Keeney Holiday | 005.00 |
| Atlantic City | 499.00 |
| United Stars | 099.50 |
| 5 Star | 100.50 |
| Bright Lights | 279.50 |
| Bright Spot | 349.50 |
| Coney Island | 349.50 |

MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Kilbourn 3-3444

# Shaffer Specials

## in better quality buys

| SEEBURG | | ROCK-OLA | |
|---|---|---|---|
| M100A (78) | Write | 1428 | $249.50 |
| 148-ML | $275.00 | 1426 | 129.50 |
| 147-M | 179.50 | 1422 | 94.50 |
| 1946 Hideaway | 84.50 | 1946 Hideaway | 69.50 |

| WURLITZER | | WALL BOXES | |
|---|---|---|---|
| 1015 | $139.50 | Wurlitzer 3020—(48 selection) | $39.50 |
| 1100 | 289.50 | Wurlitzer 3020 | 27.50 |
| 1250 | 439.50 | Wurlitzer 3045 | 9.95 |
| | | Seeburg 3W2-L56 (5c three-wire) | 17.50 |
| | | Packard—30 wire | 4.50 |

*Write for Illustrated Catalog of Late Model Phonographs*

*Terms: 25% Deposit, Balance C.O.D.*

## Shaffer Music Co.

Columbus, Ohio, 606 S. High St, MAin 5563 — Cincinnati, Ohio, 1200 Walnut St, MAin 6370 — Indianapolis, Ind, 1327 Capitol Ave, Lincoln 3571

*Exclusive Seeburg Distributors*

---

The Billboard

OUT NEXT WEEK

## FALL COIN MACHINE

## EXPORT QUARTERLY

. . . a valuable issue that shows American coin machine manufacturers, distributors and jobbers how to develop foreign business . . . how overseas operators can arrange to buy U. S. made equipment . . . reporting in feature articles, reports, charts and lists important news and facts on the coin machine industry—of interest to domestic and overseas coinmen alike.

The Fall Coin Machine Export Quarterly is the prelude to even greater coverage of the entire coin machine field every week in The Billboard—featuring news, used equipment price charts, special editorial columns.

**Receive This Useful Source of Practical Information Weekly!**

**USE THIS HANDY SUBSCRIPTION FORM NOW!**

The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio, U.S.A.

Please enter my subscription to start with the Fall Coin Machine Export Quarterly as follows:

DOMESTIC RATE: 1 year $10 (Includes U.S. Possessions and Canada)

FOREIGN RATE: 1 year $20 (Includes postage)

763

Name .....

Address .....

City ..... State or Country .....

Occupation .....

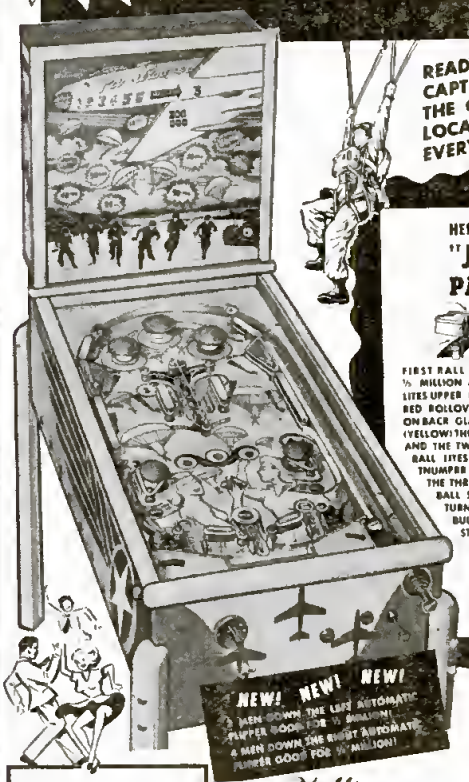
**YOUR AMERICAN RED CROSS IS ALWAYS THERE . . . . AFTER TRAGEDY STRIKES**

---

EXCITING! SENSATIONAL!

New! AMAZINGLY DIFFERENT!

## Williams JUMPS PROFITS with PARATROOPER




READY TO CAPTURE THE CHOICEST LOCATIONS EVERYWHERE! FAST!

SEE THE NEW "JUMP-BALL" FEATURE!

HERE'S THAT SMART NEW

### "JUMP-BALL" PARATROOPER

FIRST BALL IN TOP HOLE NO 1 SCORES ½ MILLION AND JUMPS TO HOLE NO 2 WHICH LITES UPPER LEFT-HAND RED THUMPER BUMPER AND RED ROLLOVER BUTTON TO ADVANCE PARATROOPER ON BACK GLASS SECOND BALL LITES UPPER CENTER (YELLOW) THUMPER BUMPER AND YELLOW ROLLOVER AND THE TWO BALLS JUMP FORWARD. A THIRD BALL LITES THE UPPER RIGHT HAND (PURPLE) THUMPER BUMPER AND PURPLE ROLLOVER AND THE THREE BALLS JUMP FORWARD. A FOURTH BALL SHOOTS THE HEAD BALL INTO "BALL TURN" FOR REPLAY! HERE'S REAL BULLET-LIKE ACTION THAT INCITES STEADY REPEAT PATRONAGE.

★ WHEN 6 PLAYFIELD LITES (1 IN 6) ARE BROKEN OUT, THE 7 SIDE ROLLOVERS NO'S 3 & 4 BECOME SPECIAL AND GOOD FOR REPLAYS!

★ WHEN ALL MEN ARE DOWN 3 ROLLOVERS AT BOTTOM ARE GOOD FOR REPLAYS A REAL COME-ON!

WATCH YOUR LOCATIONS START JUMPIN' . . .

Williams PARATROOPER IS HEADING YOUR WAY!

Williams MANUFACTURING COMPANY

CREATORS OF REPEATABLE PLAY APPEAL! 4242 W. FILMORE ST. CHICAGO 24, ILL.

*See Your Distributor Now!*

---

ARE YOU GOING "BATTY" BUYING?

*Keep Your Eye on*

## KEENEY'S

BRAND NEW WINNER

*Coming Soon!*

---

## LATE 5 BALLS

*Thoroughly Reconditioned*

| | | | |
|---|---|---|---|
| Caravan | $220.00 | Horse Shoes | $149.50 |
| Crossroads | 215.00 | Majorette | 180.00 |
| Domino | 215.00 | Olympics | 190.00 |
| Hayburners | 239.50 | Slugfest | 175.00 |
| Hit-&-Run | 195.00 | Sportsman | 169.50 |

*1/3 Cash with order, balance C.O.D.*

*Write for complete price list*

**GENERAL VENDING SALES CORPORATION**

229-243 West Biddle Street, Baltimore 1, Maryland

---

## WANT TO BUY

### MUSIC—*Large Quantities*

200 WURLITZER 1015 — 50 WURLITZER 1250

200 WURLITZER 1100 — 50 WURLITZER 1400

### PINS—*50 of EACH*

Basketballs
College Dazes
Control Towers
Dominoes
8 Balls
Four Horsemen
Globe Trotters
Happy Days
Harveys
Horseshoes
Jokers
Mercurys
Minstrel Men
Niagaras
Niftys
★ Pinkys
★ Quartets
★ Rockets
★ Rose Bowls
★ Sharpshooters
★ Sho Shoot
★ Snooks
★ Wild Wests

**50 *Sky Fighters***

***Give Condition and Prices Wanted***

**PHONE—WIRE—WRITE**

**INTERNATIONAL AMUSEMENT CO.** — **SCOTT-CROSSE COMPANY**

1423 SPRING GARDEN STREET • Rittenhouse 6-7712 • PHILADELPHIA 30, PA.

Branch: 906 Capouse Avenue, Scranton, Pa.

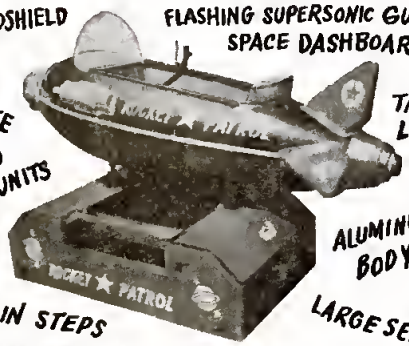
---

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

# IMMEDIATE DELIVERY!

## IT TALKS! IT ROCKS! IT SPEEDS!
## IT'S PILING UP THE DIMES!

PLEXI-WINDSHIELD
FLASHING SUPERSONIC GUNS
SPACE DASHBOARD
NOSE-LITE
TAIL LITE
SEALED MOTOR UNITS
ALUMINUM BODY
BUILT IN STEPS
LARGE SEAT




**OPTIONAL FOR ROCKET**
• 1 Speed Motor • 2 Speed Motor • Talking Rocket

Now with steel control panel box instead of outmoded Joy Stick. Consists of Death Ray, Space Guns and Space Meter!

**EXCLUSIVE!!!**
COIN OPERATED
**MERRY-GO-ROUND**
1 OR 2 CHILDREN FOR 10c
**WITH MUSIC**

**THUNDERBOLT**
*AMERICA'S BEST and CHEAPEST HORSE!*

IT GALLOPS
IT TROTS
ALL ALUMINUM BODY
SEALED MOTOR UNIT
GENUINE WESTERN SADDLE

**ORDER NOW . . .**
**THE RED NOSED REINDEER**

A new body for your old horse. Easy to install on horses. All aluminum body. Eyes, tail and nose lite up. All parts supplied with instructions.

*Send your jaded and faded old horse out to pasture. Let the REINDEER do his work. Stimulate renewed interest in your locations!*

**DISTRIBUTORS!** Write or Call— Some Territory Available

**H. H. BERGER**

612 10th Avenue Circle 6-8464-S-6 New York 36, N.Y.

---

SPECIAL PRICE $49.00 including 1,000 Cards Free, which return you $50.00.

Wanted — Any Bingo games, liberal trades.

**ARCADE EQUIPMENT**

| | |
|---|---|
| Ace Bomber | $150.00 |
| Astrocops, 10c | 80.00 |
| Bat-a-Ball, new | 75.00 |
| Boomerang | 140.00 |
| Bally Big Inning | 185.00 |
| Bally Defender | 95.00 |
| Bally Heavy Hitter | 69.50 |
| Bally Bagio Pire | 125.00 |
| Chi. Coin Hockey | 75.00 |
| Chi. Coin Pistol | 100.00 |
| C C Midget Shoo Golf | 125.00 |
| Chicken Sam | 105.00 |
| C.C. Bask'ball Champ | 225.00 |
| Chi Coin Gooles | 125.00 |
| Bodica Pool Table | 75.00 |
| Ex. Dale Gun | 95.00 |
| Ex. Gun Patrol | 215.00 |
| Ex. Jet Gun | 265.00 |
| Ex. Silver Bullet | 150.00 |
| Evans' Shi Ball | 150.00 |
| Ex. Big Bronco | 287.50 |
| Jack Behbit | 95.00 |
| Keeney Sub Gun | 125.00 |
| Keeney Air Raider | 125.00 |
| Kirk Nite Bomber | 130.00 |
| Marksman Auto. Scales | 79.50 |
| Mills Penerom | 225.00 |
| Mountain Climber | 165.00 |
| Mut. Flying Saucer | 150.00 |
| Mut. Photo., late | 650.00 |
| Mut. Photo., early | 550.00 |
| Mut. Sky Flyer | 125.00 |
| Mut. Voice-O-Graph | 425.00 |
| Pitch'm & Sat'm, new | 275.00 |
| Oracle of the Sphinx, new | 279.50 |
| Pitch'm & Sat'm | 180.00 |
| Pop Set | 69.50 |
| Quicker B Flim | 100.00 |
| QT Pool Table | $125.00 |
| Star Series | 100.00 |
| Strd's Brush Up | 50.00 |
| Sci. Peherience | 125.00 |
| Stons Metal Typers | 300.00 |
| Seeburg Sear Gun | 275.00 |
| Six Shooter | 165.00 |
| Supreme Beloscore | 100.00 |
| Texas Leaguer | 50.00 |
| Ten Strikes | 75.00 |
| UnSersee Raider | 95.00 |
| Wms. Super World Series | 275.00 |
| Wilcox Gay Secardio | 150.00 |
| Wurlitzer Shoeball | 150.00 |
| Western Baseball | 85.00 |

**COUNTER GAMES**

| | |
|---|---|
| Bicker B C'her, urns | $12.50 |
| Hit A Homer | 22.50 |
| Advance Shockers | 24.50 |
| Shipman's Art Show | 39.00 |
| Gance's Punch-A-Ball, counter | 15.00 |
| Three of a Kind | 12.50 |
| Shipman's 3 Way | |
| Shipman's Vender | 39.50 |
| Dancing Dan | 39.50 |

**NOW DELIVERING**
Gence 400

**CIGARETTE MACHINES**

| | |
|---|---|
| C-C Electric | $100 |
| 9 Col Keeney Electric | 100 |
| Bowe Diplomat Electric | |
| with Clock | 100 |
| National 700 | 100 |
| Bowe 16 Col President | 100 |
| Unexcle 588—15 col | 110 |
| Unexcle Monarch, 5 col. | 95 |
| Unexcle Monarch, 10 col | 115 |
| Unexcle B, 6 col | 80 |
| Duorenier Challenger, 7 col | 125 |

Horses & Rachel Ships Both new and used—Immediate delivery, lowest prices. Financing available. Write or call.

All merchandise factory reconditioned.

Terms: 1/3 deposit with all orders, balance C. O. D.

AMI Distributors for Northern Ohio

NOW DELIVERING MODEL D

M. S. GISSER Sales Manager

**Cleveland Coin MACHINE EXCHANGE, INC.**

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

---

has . . .
THE "BLACK CAT"
CROSSED YOUR PATH
ON RECENT BUYING?

*Keep Your Eye on*
**KEENEY**
for a
BIG NEW GAME
ATTRACTION!

---

**PRICES REDUCED—SATISFACTION GUARANTEED**

**SPECIALS!**

| | |
|---|---|
| STEEPLECHASE | $275 |
| HAYBURNER | 200 |
| DE LUXE WORLD SERIES | 250 |
| BALLY SPOT LITE | 425 |

**SHUFFLE ALLEYS**

| | |
|---|---|
| Sally Shuffle Champ | $45 |
| Bally Baseball | 95 |
| Bally Shuffle Line | 45 |
| Beeney Hi-Score Bowler | 45 |
| Beeney Deluxe League 4-Player | 250 |
| Gence Shuffle Target | 45 |
| Williams Double Header | 45 |
| Universal Hi-Score Bowler | 45 |

**PRICES SLASHED**
on large assortment of
**USED ONE BALLS**
Turf King
Winner
Champion
Citation
Photo Finisher

WRITE, WIRE OR CALL COLLECT

**WILL PAY CASH $ FOR** Bally Bingo Machines, Motettypers, Rock-Ola World Series Baseball, Late Gottlieb 8 Balls, Urad Horses.

**REDD DISTRIBUTING CO., INC.**
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for AMI
BALLY—UNITED
KEENEY—EXHIBIT

---

**CLOSEOUT**

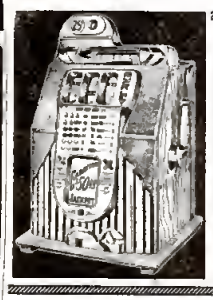
| | |
|---|---|
| Seeburg '46 | $ 99.50 |
| Seeburg '47 | 139.50 |
| Rock-Ola '49 and '50 (Like New) | 295.00 |
| Seeburg Wall Boxes (Brand New) | 22.50 |
| Packard Wall Boxes | 5.95 |

1/3 with order, balance C.O.D.

WIRE • PHONE • WRITE

**DAVID ROSEN**
Exclusive AMI Dist. for Pa.
886 N. BROAD STREET, PHILA. 23, PA.
PHONE: STEVENSON 2-2903

---



*Brand New!*
**Buckley CRISS-CROSS JACKPOT BELLS**
5c-10c-25c-50c-$1.00
Also made for many foreign coins

BUCKLEY WALL AND BAR MUSIC BOXES — 20-24-32 Record Selections — 5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

---

**Shuffleboard Supplies**

| | |
|---|---|
| Shuffle Game Wax, Case (12) | $ 3.30 |
| Post Wax, Case (12) | 4.00 |
| Pucks (Set of 8) | Write |
| Score Sheets, 10 Pads | 7.50 |
| Fluorescent Lights, pair | 22.50 |
| Use Bach-Ole Shuffleboard Lites, pr. | 12.50 |
| Adjusters | 18.50 |

**SHUFFLE GAMES**

| | |
|---|---|
| United 6 Player | $265.00 |
| 5-Player | 240.00 |
| TWIN REBOUND | 145.00 |
| Shuffle Slugger | 79.50 |
| Shuffle Express | 45.00 |
| Bally Shuffle Line | 125.00 |
| Shuffle Target | 119.00 |
| Super Twin Bowler | 69.00 |
| DeLuxe League Bowler | 295.00 |

| | |
|---|---|
| League Bowler | 199.00 |
| Shuffle Alleys | 29.00 |
| Rock-Ola Shuffle Lane | 29.00 |

| | |
|---|---|
| Chicoin Gmehotl | $49.00 |
| ABT STRIDE | 99.00 |
| WILLIAMS DOUBLE HEADER | 49.50 |
| Bally Baseball | 49.50 |
| Universal Twin Bowler | 49.50 |

**Genuine Deluxe FORMICA TOPS**

With original side screen Playing Instructions at the right price! Complete with cement for simplified installation. For all United 2, 4, 5 and 6 players. Also for Keeney, Chicago Coin and Untoward Games. In lots of three—$15.00 each. Write for quantity prices.

For the Best IN SHUFFLE PURVEYOR

**PURVEYOR Shuffleboard Co.**
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

---

**Wishing Well**
NEW "SKILL" BINGO. TWO NEW. Amazing collections. Start Seute $29.00 dozen; samples, $7.50 each; shipped RPS 25% dep. on C.O.D.'s.
Mail Order Industries #716
Box 529
Long Beach 1, Calif.
"Counter Game"

---

Exclusive AMI Distributors in Kentucky, Indiana, Southern Ohio
*"The House that Confidence Built"*

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky.
240 Jefferson St., Lexington 2, Ky.
7000 Broadway, Cincinnati, Ohio
3011 E. Maumee Ave., Ft. Wayne 4, Ind
129 W. North St., Indianapolis, Ind.

# FLYING SAUCERS! LIGHTS IN THE SKY! *We'll Let You in on a Secret!*

*They're only Reflections from GOTTLIEB'S NEW Brilliantly Colorful . . .*

# SKILL-POOL

1 to 15 POOL-BALL SEQUENCE . . .
TARGET, When Lit . . .
SKILL, Spelled Out . . .
} SCORE POINTS

REPLAYS for
KICK-OUT HOLE, When Lit by S-K-I-L-L Sequence
MYSTERY ROLL-OVER, When Lit
HIGH POINT SCORE
HIGH SCORE TO 6 MILLION

## FLASHING CENTER "RACK-UP" ILLUMINATION!

All 15 Pool Balls Individually Lit Up . . . Flash On and Off as Scoring Hits are Made!

"POP" BUMPERS
SUPER-SCORING
CYCLONIC KICKERS
SUPER-POWER
FLIPPERS

COMPLETED SKILL SEQUENCE
Increases Kick-Out Hole
Scoring Values Up to 400,000

EACH ROLL-OVER BUTTON
SPOTS 9 POOL BALLS
When Lit

*YOUR "CUE" FOR PROFITS—*
**ORDER FROM YOUR DISTRIBUTOR NOW!**

D. Gottlieb & Co.
1140-50 N. BOSTNER AVE.
CHICAGO 51, ILLINOIS
*"There is no substitute for Quality!"*

---

EXPORTS FOR FIRST FIVE MONTHS OF 1952 16% ABOVE 1951 . . .

**Plan now to get your share of this rapidly expanding market . . .**

It's Not Too Late to Get Your Ad in

# The Billboard

## *Fall* EXPORT QUARTERLY

Bonus Distribution of
5,000 Copies to Buyers and
Consulates in 80 Foreign Countries

AD DEADLINE—Friday, September 26
ISSUE DATE—October 4
DISTRIBUTED—September 30

---

ATTENTION
ALL
FOREIGN
BUYERS

We ship to all parts of the world and are thoroughly familiar with export procedures. We deliver only top quality equipment, properly crated; and guarantee prompt and efficient service. Send us your requirements. They'll be met satisfactorily from our complete stock.

*Joe Ash*

***WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.***

# ACTIVE
## AMUSEMENT MACHINES CO.

644 N. Broad Street, Philadelphia 30, Pa.
Phone Fremont 7-4495

"You can always depend on Active—ALL WAYS"

**NEW 1c GAME ONLY $29.50!**
"DANCER DAN" — crowd catcher and trade stimulator. Very different, catches baskets of pennies. 18 in. marionette tap dances automatically when penny lands in target cup. Electrical. Patron backs coins against backboard. Most pennies fall below in cashbox. Wood cabinet. Lights under awning. Ht. 39 in. Width 17 in. Shpg. wt. 30 lbs. Send full amount. Immediate delivery .....Each $29.50
WEBB DISTRIBUTING CORP.
5300 W. Chicago Ave. Chicago 51, Ill.

---

# DAVIS Guarantee

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

Phonographs listed below are complete and in good working order at the low prices listed below. They may also be purchased reconditioned and refinished with Davis 6 Point Guarantee for $35 additional per machine.

| SEEBURG | | WURLITZER | |
|---|---|---|---|
| 148ML | $240 | 1250 | $399 |
| 147M or 0 | 185 | 1100 | 824 |
| 146M or 9 | 219 | 1015 | 935 |
| H147M Hideaway | 130 | 1080 | 825 |
| H246M Hideaway | 99 | 750 | 69 |
| 1941 Hideaway | 49 | 500 | 49 |
| Envoy, Major, Classic, Hightone | 49 | | |

**WALL BOX SPECIALS**

| | |
|---|---|
| Wurlitzer 4851, 5¢, 10¢, 25¢, Like New | $59.50 |
| Wurlitzer 4820, 5¢, 10¢, 25¢, Like New | 54.00 |
| Wurlitzer 4820, 5¢, 10¢, 25¢, Converted | 41.50 |
| Wurlitzer 2020, 5¢, 10¢, 25¢, Reconditioned | 29.50 |
| Wurlitzer 3031, 5¢, Reconditioned | 9.95 |
| Wurlitzer 3025, 5¢, Wireless, Reconditioned | 5.95 |
| Seeburg W4-L56, 5¢, 10¢, 25¢, Wireless, Reconditioned, Refinished | 54.50 |
| Wurlitzer 219 Stepper | 22.50 |
| Seeburg 3W5-L50, 5¢, 10¢, 25¢, 5-Wire, Reconditioned, Refinished | 84.50 |
| Seeburg 3W3-L58, 5¢, 3-Wire, Reconditioned, Refinished | 11.95 |
| Wurlitzer 246 Stepper | 49.00 |
| Seeburg W1-L56 (5-cent wireless), Reconditioned, Refinished | 7.95 |

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.
WE SPECIALIZE IN EXPORT TRADE

# DAVIS DISTRIBUTING CORP.
SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST • SYRACUSE, N.Y. • Phone 5-5194
BRANCHES IN BUFFALO • ROCHESTER • ALBANY

---

● every conceivable kind of
**EQUIPMENT, SUPPLIES AND SERVICES**
has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

# Ride THE CHAMPION

by Bally®

TRADE MARK REGISTERED

GREATEST MONEY-MAKER IN THE ENTIRE AMUSEMENT INDUSTRY!

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
  PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

**10¢**
**A RIDE**

**RETRACTABLE CASTERS FOR EASY MOVING**

Out in front of an Illinois drug-store, a lady rides THE CHAMPION. Retractable casters permit easy, gliding movement of THE CHAMPION. Simply insert key-wrench in caster keyhole . . . a quick turn and THE CHAMPION is up on 4 smooth casters, ready to roll. Base sets solid when casters are retracted.

RIDE THE CHAMPION 10¢

**REQUIRES ONLY 22 IN. BY 44 IN. FLOOR SPACE**

**110 VOLT A. C.**

THE CHAMPION in children's-wear department of a New York department store stimulates extra sales of play-garments.

Typical crowd of junior cowboys and cowgirls, eagerly waiting their turns to ride THE CHAMPION Ballyhorse in a Maryland variety-store.

Through canyons of canned goods, a junior cowboy rides THE CHAMPION Ballyhorse in a Texas grocery-store.

CHAMPION *Is a registered trademark*

Bally® MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

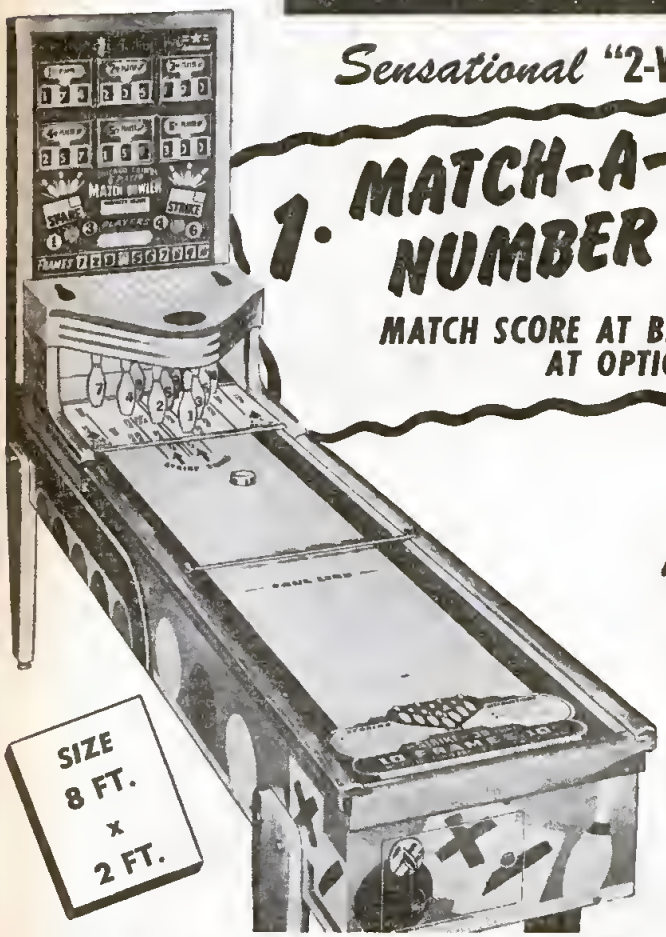
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

FROLICS See Page 100

Chicago Coin's

6 PLAYER

# MATCH BOWLER




Sensational "2-WAY" MATCHING FEATURE

1. MATCH-A-NUMBER

2. MATCH-A-STAR

MATCH SCORE AT BEGINNING OR END OF GAME AT OPTION OF OPERATOR

EASY TO READ

"INDIVIDUAL" SCORING DRUMS

- JUMBO "FLY-AWAY" PINS
- FORMICA PLAYFIELD
- REBOUND ACTION 20-30 SCORING
- STRIKE & SPARE FLICKER LITES
- 7-10 SPLIT PICK-UP
- HIGH SCORE OF THE WEEK

GOING BACK INTO PRODUCTION SHORTLY ON 10th FRAME BOWLER PLACE YOUR ORDER NOW!

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

SINCE 1924 . . .

IT'S BEEN GOOD BUSINESS TO DO BUSINESS with TRIMOUNT

Here's why—

- Trimount has built through the years a reputation for honesty, integrity, fair dealing and sound business practices.
- Trimount is New England's oldest and largest distributor of Coin Operated Equipment.
- Trimount is the exclusive New England Distributor for Seeburg, Williams, Gottlieb, Chicago Coin and Genco
- Trimount has New England's largest and best equipped service department.
- Trimount has New England's finest parts department.

ATTENTION, IMPORTERS: Trimount's Export Department has New England's largest assortment of 5 Rolls, Music and Arcade Equipment. Write today for special export lists.

TRIMOUNT

Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.

SEE SEABOARD FOR VALUES

| | |
|---|---|
| BRIGHT LITES | $259.50 |
| JALOPY | 195.00 |
| PIN ROWLER | 75.00 |
| STAR SERIES | 75.00 |
| KNOCKOUT | 65.00 |
| OKLANOMA | 59.50 |
| FIGHTING PINS | 45.00 |
| BOWLING CHAMP | 39.50 |
| STADIUM | 39.50 |
| HOT ROD | 39.50 |
| FLOATING POWER | 39.50 |
| THING | 35.00 |
| PARADISE | 29.50 |
| ST. LOUIS | 29.50 |
| JUST 21 | 25.00 |
| SELECT-A-CARD | 25.00 |
| CANASTA | 25.00 |

Terms: 1/3 deposit with order. Balance C.O.D.

SEABOARD NEW YORK CORP.
790 Albany Ave., Hartford, Conn.
Phone: 46-1666

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

ELECTRIC SCOREBOARDS

Two-toned—adjustable for all boards. Chrome tube supports. Per 5¢ or 10¢ play by a simple plug switch-over.

OVERHEAD MODELS . .
Horsecollar (15-21-50 pts.)
Marvel Score (15-21 pts.) $125.00 ea.

WALL MODELS . .
Horsecollar (15-21-50 pts.)
Marvel Score (15-21 pts.)
$95.00 each

Terms: ½ dep., bal. C.O.D. or 5.0

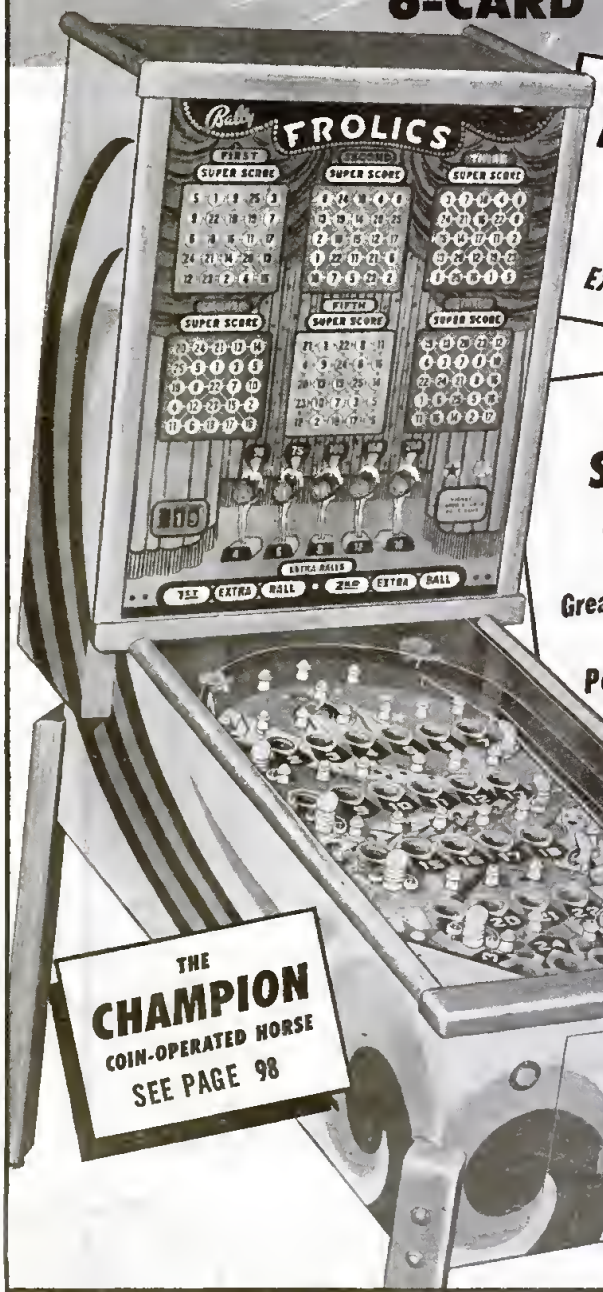
MARVEL MFG. CO.
2845 W. FULLERTON, CHICAGO 47 ILL.
(Tel. Dickens 2-2424)

GIVE TO DAMON RUNYON CANCER FUND

BIGGEST MONEY-MAKER EVER BUILT IN "IN-LINE" CLASS

# Bally FROLICS

## 6-CARD 5-BALL REPLAY GAME




**NEW** SUPER-SCORE MYSTERY FLASH

•

Sensational EXTRA-COINS Attraction

REGULAR "IN-LINE" SCORES **PLUS** ADVANCING SUPER-SCORES

NEXT GAME SUPER-SCORES START AT TOP

WHEN ROLL-OVER HIT

•

Greatest GAME-TO-GAME Carry-over Feature ever Created

•

Positive REPEAT-PLAY Stimulator

POPULAR EXTRA-BALLS FEATURE

•

More Fun! More Profits!

THE CHAMPION COIN-OPERATED HORSE

SEE PAGE 98

Packed with sensational new features that keep players playing by the hour, Bally FROLICS is piling up record-smashing profits in every type of location. Get your share of the greatest profits in coin-machine history. Order FROLICS from your Bally distributor today.

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**NOW** AN EXCITING RIDE

# MILLIONS OF CHILDREN Will Really Love

BORDEN'S

NATIONALLY FAMOUS

## ELSIE the COW*

### SURE TO BE A *GREAT* MONEY MAKER

Imagine the reoction of the kiddies of America when given an opportunity to actually hug and ride Elsie . . . the lovable Borden cow they've heard and read so much about. It's got to be good *and* wonderful. It'll be wonderful for you too in the profits it will make . . . everywhere.

**It Looks Like Elsie**
**It Is Elsie**

- Thrilling New Riding Action
- Thoroughly Location Tested
- Perfect Mechonically
- 10¢ Trouble Free Slide Chute
- Milk Bottle Coin Box

*©Borden Co.

**DISTRIBUTORS**
For Exclusive Territorial Rights
PHONE, WIRE, WRITE IMMEDIATELY

*Manufactured by*

## KINGSLEY CORP.

HAROLD LEVY

160 John Street, Brooklyn 1, N. Y. ULster 5-5061

# BIG BRONCO'S the horse to buy—because...

Underwriters approved for the protection of you and your location.

Rich tooled all-leather Western saddle.

Equipped with Oilite Lifetime Bearings.

Fully retractable—easy-to-use Casters.

All-steel hood on streamline tip-proof base.

Lowest maintenance cost of any horse.

Durable 1/3 H.P. Emerson Capacitar-type Motor.

Safe-enclosed coin chute for your protection.

Really attracts kids.. makes more money.

Completely designed with safety in mind.

Holds locations... makes money... never 'Out of Order'

Re-usable shipping crate for national operators.

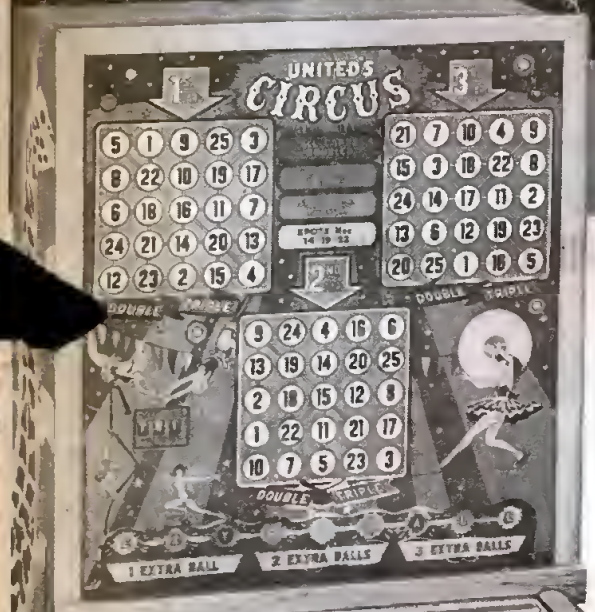
Big Bronco—copied by many...equalled by none.

Full manufacturing warranty by 52-year-old company.

*Established 1901*

**EXHIBIT SUPPLY** 4218-30 W. Lake St. Chicago 24, Illinois

# UNITED'S CIRCUS




## DOUBLE and TRIPLE SCORE FEATURES

## SPOTTEM FEATURE

- ALL CARDS DOUBLED
- ALL CARDS TRIPLED
- SPOTS Nos. 15, 16, 17
- SPOTS Nos. 14, 19, 22

*ALSO SPOTS ABOVE NUMBERS SINGLY*

## EXTRA BALLS

1, 2 OR 3 EXTRA BALLS CAN BE PURCHASED AFTER ONE OR MORE OF THE FIRST 5 BALLS HAVE BEEN PLAYED.

## METHOD OF SCORING

THREE, FOUR OR FIVE IN-LINE-SCORING... DIAGONAL, VERTICAL AND HORIZONTAL.

**NEW HINGED FRONT DOOR**

**SLUG-REJECTOR COIN CHUTE**

EASY TO SERVICE MECHANISM LOCATED IN BACK BOX AND ON HINGED BACK DOOR.

•

STANDARD PINBALL CABINET SIZE.

SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

# Select-o-matic 100

100

100 Selections at the Phonograph

100 Selections anywhere in the location

THE WORLD'S FIRST COMMERCIAL MUSIC SYSTEM DESIGNED EXCLUSIVELY FOR PLAYING 45 R.P.M. RECORDS

50th ANNIVERSARY

Seeburg

J. P. SEEBURG CORPORATION
Chicago, Ill.

ONLY SEEBURG HAS THE
Select-o-matic 100 MECHANISM